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Advertising That Developed Big New Distribution Outlet

By C. Alfred Wagner

President, Musical Instrument Sales Company, New York City

THE department store is a problem to most manufacturers, the biggest many of them have. How to get in, and get in "right"—without giving the store too deep a discount, or abandoning the retail price to its tender mercies, or sacrificing brand identity—these are questions of the utmost importance to them.

I first began to realize this while traveling for a piano house a few years ago. I heard unending discussion of the subject by other salesmen on the road. I absorbed the bigger, broader views of the national distributors from the pages of PRINTERS' INK. I saw that the condition ran through scores of different lines. I was reading PRINTERS' INK very religiously then—I still do—and the detail of experience given there, the dissection of problems, and the discussion of trends, policies and practices by leading figures in the manufacturing world, urged me on to an analysis of the possibilities in my own line. I began to ask myself questions. Some department stores sell pianos. Why not all? Why should pianos be "different"?

I found an answer to these questions. It is not the old answer, but it may prove all the more interesting for that reason. And it is closer, more vital to manufacturers, at least to manufacturers in many lines.

In one day last October, for instance, a large department store in New York, O'Neill-Adams, sold \$332,336.40 worth of goods.

That is probably the record for American stores. It is probably second only to the world's record of the Bon Marche, of Paris—something over \$500,000 in a single day. Of this O'Neill-Adams total, one department—pianos—sold more than \$80,000 worth of instruments. That is probably a record for piano sales. But the point of interest to national advertisers is that the department was run by an independent sales organization representing a group of six piano manufacturers, of course with the co-operation of the store, and that it was only the first of six such departments organized within the past year in as many different stores in as many different cities.

UNWORKED, OVERLOOKED FIELD

This department store had had no previous experience in selling pianos. It would not of its own initiative have started a piano department and made it the remarkable distributive outlet it has turned out to be. It was a fresh, unworked, overlooked field, right in the heart of the most carefully combed, hotly contested territory in the country. Until within a short time before the sales company was organized it had not even been considered. Now, besides the seven such markets, two other stores have been arranged for. And to these should be added eight other departments which handle Victor talking machines. As an indication of the size of the market, it may be said that

Fashion, Style and Dress

(Another of the regular editorial departments in The Butterick Trio)

This department of *The Delineator*, *The Designer* and *The Woman's Magazine* is considered absolutely authoritative by hundreds of thousands of women who know that it displays all the smartest, *advance* styles every month.

From the latest mode of dressing the hair to the newest style in shoe buckles The Butterick Trio set the standard.

These magazines are universally recognized as supreme in the realm of fashion and the same note of authority in all their other departments gives them a wonderful unity of influence.

Their prestige with their readers makes them a tremendous sales-force for their advertisers. March forms close January 5th. Send in copy now.

The Butterick Trio

**1,400,000 Average Monthly
Net Circulation Guaranteed**

James A. Townsend,
Western Adv. Mgr.,
1st National Bank Building,
Chicago, Ill.

W. C. McMillan,
Eastern Adv. Mgr.,
Butterick Building,
New York.

ing for managers the best and most experienced piano men we could find in each city and helping them form their own organization. We did not confine our search for men to the piano field, but secured men who were good salesmen, whether they ever saw a keyboard or not. Some of our leading sales producers do not play, and most of the time do not have to have the instruments demonstrated. The name of the maker and the sales talk are the real factors.

Our first opening was in the O'Neill-Adams store, in October, 1912. For it we made use of a selling and advertising plan that is widely known as successful in the piano trade. The copy in this case filled alternate pages and half pages in two newspapers twice a week, and consisted of a long description and appeal in reading type, with occasional display heads.

The feature of each ad was the invitation to join a co-operative piano-buying movement and get a piano on a better basis than could otherwise be secured. The plan and copy have been tried out in many places under the direction of the man who originated them and have been almost invariably successful. It is a scheme, however, designed only for a limited period. At the end of two months it runs its course and the territory must be allowed to lie fallow for several months so far as that scheme is concerned. But it made hay for us while the sun shone. We advertised generally in a number of New York newspapers, using in all 30,000 lines during the two months. It proved very successful, indeed, for by it we sold more than \$500,000 worth of pianos in the first months of the new department.

ADVERTISING WHICH BROUGHT AN AVALANCHE OF COUPONS

At the end of the first week the advertising had brought in an avalanche of coupon returns, and we had to build our outside sales force up rapidly to thirty or forty men to take care of them. We had ten to twelve on the floor all the time.

After the co-operative plan had

spent its force we turned to the regulation department store bargain offer, advertising twice a week special bargains in pianos and player-pianos, and putting the announcements into local newspaper pages and half pages.

Meantime we were planning our extensions, and one after another we opened departments in these other stores, all of which are members of the United Dry Goods Company:

Lord & Gage, Reading, Pa.; Castner, Knott Dry Goods Company, Nashville; Stewart Dry Goods Company, Louisville; J. N. Adam & Company, Buffalo, and Scruggs-Vandervoort-Barney Dry Goods Company, St. Louis.

These departments were added not all at once but through the year, that in the St. Louis store of Scruggs-Vandervoort-Barney latest. Others are in contemplation, among them the new department store of Lord & Taylor, on upper Fifth Avenue, New York, which will give one entire floor to our department, including a concert-hall.

Practically the same plan was used to start off the departments in all except the last store—the co-operative offer first and afterwards the bargain offer, with special sales on the line in the slack months of February and March, June, July and August.

The history of all the departments was virtually the same, that of unvarying success. We had a strong line to offer with splendid names, at unprecedented terms. We had paid particular attention to getting a strong organization and treating them as well as we knew how. And we had struck hard and often with our big-space advertising.

As the year wore on we began to get a better line on our proposition. We strengthened the organization and established a little four-page house-organ, *The Reveille*, to give it a medium of communication. We held simultaneous sales conventions and did many other things that have contributed to higher efficiency.

During all this time we were growing to feel that the advertising, productive as it had been

Do You Know That the greatest change in a century is taking place in Northwestern agriculture?

Do You Realize That alfalfa, the crop that doubles land values, is being successfully grown in practically every county in Minnesota and North Dakota?

Have You Heard That there are over 500 farmers' clubs recently organized in Minnesota and a correspondingly large number in North Dakota?

Do You Know That boys and girls raised as high as 106 bushels of corn to the acre in North Dakota this year and 96 bushels even at the northern boundary?

Have You Seen The reports of corn production in Minnesota, averaging 42 bushels to the acre by Government statistics, breaking every record in the United States and putting Minnesota on the map as a great corn State?

These changes vitally affect every business man who is concerned in any way with Northwestern agriculture.

They have been brought about through the efforts of the agricultural colleges, working with the U. S. Department of Agriculture, through the new county agents and the agricultural high schools, of which there are 137 in Minnesota alone.

There are already over 50 county agents in the Northwest, the brightest young men in the agricultural world, working for agricultural improvement.

The county agent movement has secured the enthusiastic co-operation of bankers, merchants, professional men, rural school teachers and ministers.

These agents have carried expert advice from the government to the farm and have organized, in a big way, the movement for alfalfa, corn and live stock, which is sweeping through our section.

Through a comprehensive system of reporting, The Farmer, in its Christmas Number, has been able to give an amazing résumé of the progress of this county agent work and the farmers' club movement. Practically every agent in the Northwest has made a complete report of his year's work.

This gives a survey of the Northwest by counties which will prove invaluable to every business man, or anyone having a proper interest in the development of our territory.

Advertisers who desire copies of the Christmas issue can secure them by application to this office or to our representatives.

THE **FARMER**

Webb Publishing Co., Publishers, St. Paul, Minn.

Western Representatives,
George W. Herbert, Inc.,
600 Advertising Bldg.,
Chicago, Ill.



Eastern Representatives,
Wallace C. Richardson, Inc.,
41 Park Row,
New York City.

National Advertisers Who Want Broader Distribution—

who wish to become as well established in the small towns as they now are in the cities, will find "Needlecraft" their greatest aid.

"Needlecraft" goes to the homes of 750,000 busy housewives in the prosperous small towns and villages, who do nearly all the buying for their families. Thus it insures your advertising a direct contact with the main channels through which the needs of these families are supplied.

"Needlecraft" readers are the thinking class of women, rather than the frivolous class. And because "Needlecraft" is the first and only magazine to supply them with dress and millinery fashions that combine style and good common sense—it has the kind of influence over them that insures a thorough digestive reading from cover to cover.

A magazine like this circulating to women in the small towns exclusively, affords national advertisers the most economical means of securing distribution in these communities. It will pay you to include "Needlecraft" in your next—in *all* your small town campaigns.

NEEDLECRAFT

30 N. Dearborn St., Chicago

Flatiron Building, New York

vertising manager as to the various steps by which the big mail-order house had reached this conclusion. And then we waited to see what would happen to Montgomery Ward.

Time having demonstrated the soundness of the Ward experiment, we cast about to see in what way we might embody the new theory in our advertising. We did not care to follow the model too closely. We had our own story to tell. We could not dispense altogether with price. And we did not go to C. D. Gibson or James Montgomery Flagg to do the pictures.

ADAPTATION TO OWN NEEDS

We compromised by giving the larger part of the ad up to the picture, and putting price, terms and other inducements down in fine type, but nevertheless displayed, so that the person interested and impressed by the picture could not help but see it. The artists we employed were young men of recognized merit to whom we paid respectable amounts for their work. The result may be noted in the accompanying reproductions of the page ads.

One or two illustrations may not give an adequate idea of what we are trying to do through them. The characteristic that distinguishes them from the great majority of advertisements is their sentimental, emotional quality. This is not a novelty in piano advertising, but it has not been done nearly so much as you would think, at least with pictures. Such advertising of this nature as has been done has been generally directed to the people who buy expensive instruments. As though people of moderate and even scant means were lacking in sentiment or emotion!

There are a vast number of people who would like pianos or player-pianos and do not realize it. They have a love for music, attend the opera and concerts, but have not been led to think seriously about producing music in their own homes. They may be reading now and then a good deal of creative piano advertising.

They are coming in sometime, but they are not ready yet.

Now, these people are not ready to talk terms, they are not interested. All the price advertising glides over them. If we want to reach them with our advertising, we have got to do it through putting them into the music mood, through an *emotional* appeal. The connection between the deep desire and the gratification of it has got to be the notification by an emotional means that the desire can be gratified. If this is done and done right, then the full information about price, terms, and inducements that we tuck away in one corner of the ad, not too much in evidence, not too obscure, is a strong incitement to buy at once.

Price talk leaves some people cold; human-interest pictures interest everybody. Combining the two we get the dramatic approach, the emotional appeal and the salient, effective closing by means of the price and terms description, kept in the background until the psychological moment.

REFLECTION OF IDEA'S BIGNESS

There is another type of big-space emotional ad which we are alternating with the other. This is designed to communicate our feeling about *our own* proposition—our feeling that this co-operation between several big manufacturers and the biggest dry-goods corporation in the country through our sales organization is a big thing, too, and will inspire the public with confidence in our offerings.

It is not only facts that inspire, but one's *feeling* about facts. White-hot conviction and enthusiasm in the text makes converts and customers, and so it does in the pictures, though that is not so commonly attempted. By making our pictures serious, by aiming at big conceptions, in the way that thoughtful artists have done, we lift our whole campaign to a higher plane, which is the proper plane for musical appreciation. Then the price appeal, if not too much obtruded, becomes of double value.

By October we were ready to

To The Advertiser With a Limited Appropriation

A limited advertising appropriation is often made necessary by lack of distribution, small profit, or the nature of the article advertised.

The manufacturer with such an appropriation can place it in our hands with the knowledge that we realize the importance to him of economy and conservatism, that we are not prejudiced in favor of any particular form of advertising media, and that we accept no account to which we cannot afford to give all the time and energy necessary to make the campaign an unqualified success.

We know there are manufacturers with limited appropriations other than those with whom we are now doing business. We should be glad to hear from any or all of them.

COLLIN ARMSTRONG
INCORPORATED

Advertising & Sales Service

115 Broadway, New York

start in with these ads for all of our departments, and we started in on all together, pages twice a week in the appropriate newspapers, with each ad repeated in ten inches over two columns on other days. The large ads carried coupons. We ran five of the ads in the period just before the beginning of the holiday season, but judged it better to go back then to the old type of bargain advertising until after New Year's, when we shall resume the prestige pictures.

We have not, therefore, given the new type of advertisement the thorough try-out that it deserves in order to gauge its full possibilities. It would not have surprised us if the business in those two or three weeks had fallen short of what the old price-appeal advertising would have produced. We were willing to grant that it had not the sting or the punch of the old type. We felt it would be slower in starting business, more than making it up later, though, by cumulative effect. That would have been the natural expectation.

We were very pleasantly surprised to find that right at the start the new ads produced just as much business as the old price-inducement copy. Judged by every standard we know and from every point of view, they are just as

effective as the other kind. I think this is largely attributable to the novelty of the ads. The influence of this factor will decline later, but a rise of more than compensating value ought to be registered for the publicity in regard to the house and trade-names. This kind of advertising, which permits of great variation in treatment, ought to increase in power progressively.

INTERESTING
ST. LOUIS
EXPERIENCE

The most suggestive experience of all came from the store of Scruggs-Vandervoort - Barney, St. Louis. The department here had not run any of the old advertising, but started out in October with the new prestige ads. This department is claimed by the store to be the most magnificent and complete piano store in the world. Its opening was preceded by a five-column announcement and description. The effect of this

and the succeeding prestige ads was in the beginning to fall short of the performance of the old-style ads in connection with the other stores, but afterwards, before the third week was out, to equal it.

The most significant result of this high-grade advertising was to make a healthier and better busi-



Will You Play Those Old Songs To-night?

YOU can play them, you know. For the cost barrier has fallen in this store from the best player-pianos and pianos in the world. If you desire a fine player-piano or a piano—the power of our organization can change that desire into realized possession!

Knabe
Vose
Fischer
Haines Bros.

Autopiano
Milton
Pianista
Stratford

Player-Pianos

From a field of America's best pianos—select yours!
Select your terms—no little as if a word—makes an excellent instrument your own.

There are no interest charges.

A month's trial free—a chance to exchange within a year—are yours also.

A guarantee covering five years. The cancellation of remaining payments in event of death.

Certainly—you can play any music in the world—if you but will!

A TWO-COLUMN AD LIKE THIS ALTERNATED
WITH PAGE AD

ness than that produced by the bargain advertising. The minimum first payment accepted is \$5 on some pianos and \$25 on some player-pianos, but in the new department, advertised only by the new style of advertising, the first payments ranged almost exclusively from \$25 to \$50, with only an occasional \$5 and \$10. This is partially accounted for, no doubt, by the high character of the store, though only partially, since, after the new advertising had been running the two or three weeks, similar symptoms began to be observable in the other stores.

We feel, therefore, that we are on the right track in using this style of copy, and that it remains only to study it more closely and improve it if possible. Its business-building nature will give strong support to our double sales force, sending new customers to the stores and predisposing other prospects to the representations of our visiting salesmen.

With our advertising problem settled for the present, other departments arranged for and store practice standardized, we have been able to pay more attention to the organization itself. Starting with a picked force of salesmen, our primary need was to draw them all together, awaken the spirit of co-operation, imbue them with a sense of identity with the new organization and stimulate them to do their part for it. For this purpose we started almost at the beginning the small house-organ I have referred to, *The Reveille*. The men and women in the departments in the different cities were thus familiarized to each other and an *esprit de corps* sprang up. A prize contest has now been added, and the reports of this make interesting and stimulating reading in *The Reveille*.

SIMULTANEOUS SALES CONVENTIONS

As a further means to the same end we held a convention, or, rather, a set of department conventions, at the end of the first year. We took the idea for this out of a description in PRINTERS' INK of the Chalmers sales con-

ventions. Instead of bringing all of the salesmen of our different departments together in one city and so taking them off the territory for several days, we held a separate convention for each city, but all on the same night. I had prepared a short message to the salesmen on "The Power of Co-operation," and had this printed with an illustration of one of our advertisements. I read this at one of the meetings and it was read aloud at the others and also distributed to the men. During the evening we sent out telegrams to the different meetings and received responses. The usual sales talk and free and helpful criticism was indulged in. As each meeting was attended by from 25 to 50 men, the idea was undoubtedly a very practical one.

We are now working out a plan to organize the salesmen in a novel way for their common benefit.

All this has happened within little more than a year's time. It came about through the perception of a new market, right in the thick of the competitive struggle for new business, and yet completely overlooked by everybody before. How many like markets are being overlooked by manufacturers in other lines?

Campaign for Appel's Apples

Geo. H. Appel & Co., of New Orleans, has started a campaign on Appel's Apples, selecting the Christmas season to start out, as it furnished an opportunity to suggest a box as an appropriate Christmas gift to send to friends. The illustration is an exact picture of a box containing a bushel of apples. The copy is typical mail-order copy specifying varieties and price per bushel. A special offer of one dozen packed in cartons by parcel post for 75 cents is also made. The clinching argument is that each box is guaranteed to be delivered in good condition.

Jordan Heads New Agency

Frederick Jordan, for several years general manager of the Whitman Company, New York, and previous to that with H. Sumner Sternberg Agency, has been elected president of the Frederick Jordan Advertising Company, New York.

Jerome C. Smiley, formerly of the *Smart Set* magazine, has joined the advertising staff of *Harper's Bazar*.

Lord & Taylor's Plan to Get "Onyx" Dealers

LORD & Taylor, of New York, have been carrying on a spirited campaign directed to the shoe stores of the country. The retail shoe dealers have developed the "findings" department of their business to a remarkable extent during the past few years, hosiery having a prominent place in the accessories section of the store. The advertising of Lord & Taylor is to show first, that the shoe dealer can successfully handle hosiery along with his principal line, and second, that the best way to handle the business is to concentrate on "Onyx." Four-page inserts have been used in the *Boot & Shoe Recorder* to reach the dealers, and photographs of successful hosiery departments in leading stores all over the country have been reproduced, together with letters from prominent dealers handling "Onyx" testifying to the quality and other merits of the line. The campaign has been running for several months, and is said to have had excellent results.

"Safety First" Christmas Copy

Another advertiser, to join the "Safety First" movement is the Union Electric Light & Power Company, of St. Louis. The present campaign has been made timely by various seasonable slogans, such as: "In providing a Merry Christmas for the little ones 'Safety First' should be your primary consideration." Another is: "To prevent the merry Yuletide season being overshadowed with a possibility of sorrow, decorate your tree with electric lights. Open flame lighting of Christmas trees is dangerous, and there is nothing so futile as vain regrets after it is too late."

One advertisement was made from reproducing a letter from the chief inspector of the St. Louis Fire Prevention Bureau recommending that people use electric lights on Christmas trees, because of the fire hazard in the use of candles. At the top of this letter was reproduced five newspaper clippings, with scare heads about Christmas tree fires and fatalities from candles.

Snider's Catsup Account with Nichols-Finn

The Nichols-Finn Advertising Company, of Chicago, is now handling the advertising of Snider's Catsup.

Craig Succeeds Lemperly at Multigraph

George W. Craig, formerly with the Standard Sanitary Manufacturing Company, and later with the J. Walter Thompson Company, in Cleveland, will succeed C. M. Lemperly as manager of the American Multigraph Sales Company's business aid department. Mr. Lemperly leaves the Multigraph Company the first of the year to become advertising manager of Sherwin-Williams Company, with which concern he started his advertising career five years ago. It is also understood that the sales promotion departments of the Sherwin-Williams Company, now in charge of E. K. Cannon, will be placed under the jurisdiction of the advertising department. Mr. Cannon resigns to join the H. Black Company, of Cleveland.

W. H. Johnson Joins Boston American

William H. Johnson, for several years advertising manager for Hearst's *American Sunday* (Monthly) Magazine, will succeed Russell R. Whitman, who for the past five years has been publisher of the Boston *American*.

Mr. Johnson, before his connection with the Hearst organization, was for some time general manager of the Perkins newspapers in Tacoma, Wash., and has also had several years' experience in the agency business.

C. S. Hart, who has been Western manager for Hearst's *American Sunday* (Monthly) Magazine, succeeded Mr. Johnson as advertising manager, and his headquarters will be in New York.

Tooker with American Bronze Company

M. L. Tooker, formerly connected with the advertising departments of the Curtis Publishing Company and the Philadelphia *Public Ledger*, is now assistant to the president and general manager of the American Bronze Company, in charge of its advertising and trade work. The American Bronze Company makes "Non-Gran" high speed bearing bronze, and its advertising is appearing in *The Automobile*, *Motor Age*, *Horseless Age*, *Scientific American*, the Chilton publications and others devoted to automobile advertising.

Representatives' Club Dinner

The Representatives' Club held its annual dinner at the Knickerbocker Hotel on December 19. The programme which gave pleasure to some 350 representatives included Erman J. Ridgway, editor of *Everybody's Magazine*, Dr. J. A. MacDonald, editor of the *Toronto Globe*, and Dudley Field Malone, collector of the port of New York. Conrad B. Kimball, of the club, contributed a solo, Marshall P. Wilder told stories and a quartette sang. Richard H. Waldo, of *Good Housekeeping*, was toastmaster.

Post-Office Relations with Advertisers and Publishers

Special Washington Correspondence

THE second-class mailing privilege of only a few publications has been revoked because they will not give facts as to their circulations.

The time is not yet ripe for one-cent letter postage.

More extensive use of pre-cancelled stamps is facilitating and quickening the handling of business mail.

In ten years there has been a doubling of the annual volume of publications mailed in America at second-class postal rates.

These are a few high lights in the annual report made public this week by the Third Assistant Postmaster General, the postal executive who acts for the department in all its relations with publishers and who has jurisdiction over the parcel post. The report just issued is the first résumé which has been made by A. M. Dockery, the new occupant of the position under the Wilson administration.

That the Postmaster General and his Third Assistant are in entire accord on those matters of policy which directly affect advertisers and publishers is made clear in the annual report of the Postmaster General issued a few days in advance of that of his subordinate.

In his report the Postmaster General makes it clear that he desires to see the rate on second-class matter raised.

He also wants authority from Congress to extend the system of transporting periodicals in fast freight trains.

HARMONIOUS RELATIONS WITH PUBLISHERS

As indicating the objects and policies of a national administration that is assured a tenure of at least three more years the reports and recommendations of these postal officials are significant.

The Third Assistant Postmaster General says: "The relations between the department and publishers have been entirely harmonious during the year. The requirements of the law and postal regulations governing the transmission of newspapers, magazines and other periodicals in the mails at the second-class rates of postage have been carefully observed by practically every publisher. The prosperity and growth of the publishing industry is amply demonstrated by the large increase in the mailings of second-class matter, the total weight of such mailings at the cent-a-pound and free-in-county rates aggregating 1,057,607,512 pounds during the fiscal year. This is the largest amount in the history of the postal service, and it is the first time that the mailings for one year have exceeded a billion pounds. The immensity of these figures will be the better appreciated by expressing them in a more concrete way. For instance, the total mailings amounted to 528,803 tons, which, if placed in railway cars holding twenty tons each would fill 26,440 cars and require 529 trains of fifty cars each to transport them. Again, based on the average number of pieces of the pound, the mailings during the year comprised more than 5,000,000,000 single copies, or approximately fifty copies for each man, woman and child in the country. This does not take into consideration the enormous number of copies of daily newspapers which are circulated outside of the mails."

After pointing out that the second-class mailings for 1913 show an increase of 5.98 per cent over those for 1912 the Third Assistant says: "The wonderful growth of the publishing industry is strikingly illustrated by comparing the mailings during 1903 with those of 1913, the amount during the latter

To a Manufacturer of High Grade Candies

CAN two things occupy the same place at the same time? ¶ Can two competitors get the best out of one agency when there can't be two bests? ¶ Every account C & H handle calls for the united best effort of everyone—from the principals down. This agency couldn't, therefore, handle competing accounts even if it would. ¶ While this rigid rule has cost a good many thousand dollars' business offered in the last few years, it furnishes a strong guaranty of whole-souled effort to present and prospective connections. And this agency believes in the paying policy of the rule even though it entails sacrifice of immediate business. ¶ You may have been "sold" on the other argument, but do you really BELIEVE it? Have you any employees working on the side for rival houses? ¶ Every single thing that goes out of this agency is the product of single-mindedness for one client in his particular industry.

H. Berrien

CALKINS & HOLDEN

250 Fifth Avenue

New York



year being almost double that of a decade ago."

DISTRIBUTION OF PUBLISHING INDUSTRY

Discussing the distribution of the publishing industry it is stated: "On June 30, 1913, there were 11,091 post offices at which publications were entered and mailed as second-class matter, and of the total postage at the cent-a-pound rate on such mailings 79.91 per cent was collected at the fifty offices where the largest amount was mailed and only 20.09 per cent at the other 11,040 offices. At New York City alone the collections amounted to 19.96 per cent of the whole while at Chicago and Philadelphia 9.35 and 8.18 per cent respectively were collected. At the ten offices of New York, Chicago, Philadelphia, St. Louis, Boston, Kansas City, Minneapolis, Cincinnati, Des Moines and St. Paul, the collections aggregated 53 per cent or more than half of the total amount of postage derived from second-class matter."

Turning to another phase of the expansion of the publishing business the report says: "The number of applications received for admission of publications to the second-class of mail matter, for change in title, frequency of issue, or office of publication during the fiscal year was 4,459 of which 4361 were favorably acted upon while 98 were denied. During the same period issuance of 3,798 publications having a second-class status was discontinued, leaving a net increase of 563 over the previous year in the number of publications passing in the mails at the second-class rates of postage."

In connection with this showing as to the gain in the number and circulation of periodicals it may be of interest to take note of the recommendations of the Postmaster General as to an increase in the second-class rates. The head of the department points out that this year the second-class matter constituted approximately 62 per cent of the aggregate weight of the domestic revenue-producing mail but produced only 4.98 per cent of the postage derived from

such mail. "The difference," he says, "between the receipts from second-class matter and the expenditures chargeable thereto is not as disproportionate, yet it is so great as to deserve the most careful consideration with a view to fixing more equitable postage rates on the several classes of mail so that the revenue from each may be more nearly commensurate with its cost of handling and transportation."

ENDORSES FINDINGS OF SPECIAL COMMISSION

The Postmaster General says it is understood that a report and recommendation will be forthcoming before March 4, 1914, from the Congressional joint committee which is considering the question of the proper rates of postage on second-class matter, but in the meantime he virtually endorses the findings of the special commission which was created in 1911 to investigate this subject and which recommended an increase from one cent a pound to two cents a pound. After intimating that such doubling of the rate would be a conservative increase he concludes: "It is sincerely hoped that appropriate action will be taken at this session of Congress amending the existing laws and raising the rate in accordance with the recommendation of the commission."

Reviewing the operation of the act of Congress which requires the filing with the Post-Office Department of semi-annual statements of the ownership, circulation, etc., of publications, the Third Assistant Postmaster General says: "Now that the validity of the act has been sustained the publishers affected are manifesting a commendable willingness to comply with its requirements, and it has been necessary to revoke the second-class mailing privilege of only a small number of publications because of their failure to file and publish the required statements."

The settlement of the question of rates on Sunday newspapers destined for Canada is recounted by the Third Assistant Postmaster

General as follows: "Through an arrangement with the Canadian postal administration the rate of postage on copies of Sunday editions of daily newspapers mailed to subscribers in Canada has been modified so as to permit such copies, when addressed to persons who are also subscribers to the week-day editions, to be mailed at the cent-a-pound rate instead of at the rate of one cent for four ounces as formerly. This has been the source of much gratification to the publishers of daily papers."

REVENUES DO NOT JUSTIFY ONE-CENT POSTAGE

"Highly desirable in many respects" one-cent letter postage is declared to be by the Third Assistant, but he adds that "the revenues of the department as compared with the expenditures do not justify legislation at this time" if the service is to be maintained on a self-supporting basis. On the same subject the Postmaster General says: "Until action be taken to readjust rates on second-class mail matter no serious consideration can be given to plans for revising and reducing rates on first-class mail matter."

Hearty endorsement is given by the Third Assistant Postmaster General of the use of precanceled postage stamps and the plan of mailing third and fourth class matter without stamps affixed. This latter method, he declares, is "resulting in great advantage to the postal service and the mailers from the standpoint of both time and economy." The growing popularity of this scheme of mailing not less than 2,000 identical pieces without stamps affixed is indicated by the fact that the year 1913 showed a gain of more than 14 per cent over the year 1912 in number of pieces thus mailed.

It is predicted in the report that henceforth there will be a great increase in the use of pre-canceled postage stamps in payment of postage on matter of the third and fourth classes and on second-class matter mailed at the transient rate because the Government, beginning with the fiscal year 1914, has

waived the stipulation that precanceled stamps could be used only in mailing quantities of at least 2,000 identical pieces and these stamps may now be employed, after authority has been obtained from the department, regardless of the number of pieces presented at one time or whether they are identical.

Window envelopes having an opening or transparent panel in the front are the subject of attention in the report of the Third Assistant. He says: "These envelopes have met much opposition on the part of post-office and railway-mail employees because of difficulty experienced in deciphering addresses, leading to demands that the envelopes be barred from the mails. They possess merit, however, chiefly in that addressing is eliminated and the advantages to the business public undoubtedly outweigh their disadvantage to the postal service. Much of the objection to window envelopes arises from improper folding of inclosures and illegible addressing." This latter is cited in explanation of the new departmental regulations which prohibit colored windows, require the use of return cards and direct that if inclosures are not folded to fit the envelope properly such envelopes shall be laid aside for treatment after the other mail has been disposed of.

FAST FREIGHT FOR SECOND-CLASS MAIL

Transportation of periodicals in fast freight trains is a subject handled at some length by the Postmaster General. After reciting that the plan has proven satisfactory to a large majority of the publishers of periodicals, he explains: "A few publishers of periodicals included in the fast freight transportation have represented to the department that their publications contain matter which is in the nature of news, and that therefore they are unable to make a sufficient advance delivery to the postal authorities, and that slower movement in transportation results in loss and injury to them, as well as to their subscribers.

They requested that they be given the privilege of the regular mail service. On account of the fact that adjustments of compensation on the routes over which the periodicals would be transported if restored to the regular mail trains are based on weights of mails carried, exclusive of those segregated for transportation in fast freight trains, it has not been considered practicable to make such restorations without reweighing the mails and making readjustments of compensation on the routes affected.

"The question of the authority of the department to make readjustments upon a weighing of mails so restored to regular mail trains has been submitted to the Comptroller of the Treasury and decided in the affirmative. Following this decision careful consideration has been given to the representations of the various publishers requesting the restoration of their publications to the regular mail trains and where the merits of the case warrant it such publications will be transferred from the fast freight to the regular mail trains and reweighings and adjustments made accordingly." It is asserted that this "favorable and equitable solution of a vexing question will result in dealing justly with the publishers concerned" and accordingly hope is expressed that Congress will lift the ban which it applied in August, 1912, and which prevents the Post Office Department from extending or enlarging its policy of sending second-class mail matter by freight trains.

The parcel post comes within the jurisdiction of the office of the Third Assistant Postmaster General but that official in his report makes no specific recommendations regarding its development, although he states that hundreds of letters have already been received from all parts of the country approving the new rates which go into effect January 1, 1914, and March 16, 1914, respectively. However, the Postmaster General in that portion of his report which deals with the admission of third-class matter to the parcel

post says that the department has received many requests for the consolidation of the third and fourth classes of mail, adding "Any action toward consolidating the third and fourth classes of mail should be taken gradually, and for that reason the department proposes to first admit books to the parcel post. The effect of this change of classification will be carefully observed and additional changes made only as it appears clear that they will promote the service to the public."

"Hands Across the Sea"

CHARLES F. HIGHAM, LTD.
LONDON, ENG., Dec. 5, 1913.

Editor of PRINTERS' INK:

I read with much interest your leading article on November 20 devoted to the Aldwych Club debate on the question of an international advertising convention.

It was my good fortune to be present at the Dallas convention in 1912, and though my affairs prevented my being at Baltimore, I have never forgotten how much I benefited by being present at that meeting eighteen months ago. And so it was that I opened the discussion at the Aldwych Club; unfortunately there were present a few men whose knowledge of Americans and advertising conventions was very meagre, hence their supposition that a convention here would be dominated by American "noise."

I hasten to put it on record that the feeling in advertising circles proper in this country is one of great regard for Americans engaged in the great business to which we all owe so much, and it is my continuous lament that more British advertising men cannot get over to your conventions. I have watched the fruits of such gatherings and look forward to the time when they shall become possible in this country.

There shall be no enthusiasm lacking on my part in the gathering together of a convention in London, and I feel certain that when the date is fixed a great crowd of American advertising men will attend. I can think of no greater stride in the progress of advertising in this country than would be made at that time.

C. F. HIGHAM.

There is no misunderstanding whatever on this side of the water in regard to the friendly attitude of English advertising men toward their American cousins. We, too, know what it is to have some irrepressible take the floor in an advertising club and express sentiments which men of broader view-points and riper experience do not endorse.—Ed.
PRINTERS' INK.

Neglected Markets in the United States

III—The Philippines

By John Chapman

IN 1901 the chief product we shipped to the Philippines was school teachers, and they've done more to make you a market than the centuries of Spanish rule.

You simply can't plant an American anywhere but that he wants his pet products, and what's more gets what he wants, be it Bull Durham or Porosknit, and in many a climate this has been the means of attracting makers to profits within their easy reach.

I can go to more than one prosperous and financially independent establishment in Manila and say to its owner, "Bill, you certainly have done well with that \$1.25 Mex. you landed with," and it's an even bet that they would only dispute my estimate of their original capital on the ground that I was exaggerating.

Fortunes came quickly in business in those early days by selling the Government at your price anything it couldn't wait for. One keen "shoe-string" artist, with a modern printing press, bought on credit, turned a profit of \$50,000 on a \$60,000 rush order, put this into plantation and mining properties, and now imports for his various interests over three million dollars' worth of manufactured products.

To get down to bed-rock there are two distinct markets the Philippines offer almost every maker—the Government and the commercial.

WHY AGENCY IS DESIRABLE

While I won't say that best results can't be made possible in some other way, my experience points clearly to giving an agency for Government business to some Manila firm and keeping free from agencies for commercial business.

I've seen too heavy losses coming from red tape where goods shipped varied a thousandth of an

inch from specifications, not to feel it mighty cheap insurance to pay a reasonable commission to someone right on the ground to explain Government matters satisfactorily.

I well remember one case in particular which illustrates the point better than a hogshead of theory.

In 1905 one American paint firm just shaded a German maker's prices and secured the award. To the horror of the American manufacturer's agent the paint shipped contained certain chemicals barred by the wording of the specifications. For a full year he trembled every time he saw the Government purchasing agent approaching for fear this had been discovered, but his fears were groundless.

Naturally when the next tender was made it was on a safe and sane article complying with the regulations to the letter. This time the German maker was the lowest bidder, but to the surprise and joy of the agent, the Teuton had copied the type of paint supplied in the previous year, and on protest that this did not meet the specifications his bid was thrown out and the award given the American product!

By getting in touch with any one of the several Manila firms specializing on Government business a test can be made of your possibilities. If you do land feet down your profit column will make you impatient for the next year, when you can make a stab for another slice.

RIVALRY BETWEEN SPANIARDS AND AMERICANS

In many lines there is a healthy rivalry between the old-line Spanish houses and the newer crops of Americanos which is the real reason for not making any one firm your agent as a commercial

ON THE SIDE

An advertising man was once called in to talk over a proposed campaign with a manufacturer. The article was a laundry novelty, which was being put out as a side line to a well-known product. The main line was being more or less extensively advertised, but was sold to business firms through wholesale channels rather than to individual consumers. The side line was obviously an article for women.

The advertising man asked about the selling-plans for the novelty that was to be advertised. The manufacturer indulged him, and this is what he found:

An article that called chiefly for display in the shopping centers (retail stores) where the women could find it, was being held in the side-street wholesale houses where the main line had always been sold. Although it called for a distinctly different outlet than the main line, it was handed over to the regular salesmen, already busy with the regular work, and no one had made any systematic attempt to place the goods in the retail store. While it was planned to advertise it to the women of the country, no rational provision had been made for the women of the country to find it.

The manufacturer was so big and successful that he assumed that the novelty line would sell on the reputation of his house alone or that retailers would come to them seeking the line.

The advertising man promptly recommended the abandonment of the scheme unless a proper distribution was established, on the ground that under the conditions it could be nothing but a waste, and that, wherever the fault lay, the failure would, of course, be charged against advertising and never against selling-plans.

It is because of such possibilities as this that the agent and the publisher owe it to themselves—as well as to their clients—to allow no advertising to pass the front door until conditions favorable to success are known to exist.

And the manufacturer owes it to the advertising man to aid in finding these facts, for the success of the product with which they are both concerned.

THE CURTIS PUBLISHING COMPANY

Independence Square, Philadelphia, Pa.

The Second of the

Ten Business Commandments

Representing the creed of

The New York Globe

"Make known to all the policies that dominate it on Editorial page, in news columns and special features."

The editorial page does not represent the desire of any one man to use its power for his particular purposes. Its power is used to lead its readers into channels of thought on all public questions which will help them to decide in favor of good, honest government in city, state and nation, to back up every forward movement that means the betterment of humanity. Hide-bound, reckless partisanship—right or wrong—has no place on the editorial page. But a generous, broad touch, giving credit to Republican, Democrat, Progressive or Socialist, when any of them does a good thing, does prevail. In short, the editorial slogan is: "*Know first* before anything is written. Then write without prejudice—write fairly and honestly—write truthfully."

The news columns have editorial supervision, so that news items cannot be colored to suit the purposes of those supplying the news to representatives of the paper. The constant aim is to dig up facts, to surround them with good, intelligent, human-interest writing. News columns must be honest to give a paper standing with its readers. They must be truthful to carry weight. They must be pleasing to hold readers. These principles govern the news columns of THE GLOBE.

The special features are selected to give a touch to the joys of life, to its sentiments, to its hopes; also to humanize everybody. Dr. Crane puts good thoughts into the minds of readers, and gives a jolt now and then to emphasize his teachings. Walt Mason is always interesting, and gives a moral that helps a lot. The "Little Stories for Bedtime" are keeping parents busy all over New York and in suburban towns. These are merely samples of features, given to illustrate the character of all. They have a great hold in the homes.

Such a newspaper will give advertisers a full return on their investment in its columns.

The  Globe
AND Commercial Advertiser. N.Y.
NEW YORK'S LARGEST NEWSPAPER.

O'MARA & ORMSBEE, Foreign Advertising Representatives
 Brunswick Building, NEW YORK Tribune Building, CHICAGO
 Written by WILLIAM C. FREEMAN

outlet. It doesn't cost much more to help a dozen dealers to introduce your line than it does one agent, for, to start with, you save the extra discount an agent would really need, and any local advertising done need not be more for the whole bunch than for a single firm.

So many advertisers have shown such a keen interest in how to spend money to get more money back from the Philippines that, last trip, I looked into the matter pretty carefully and had chin-chins not only with the American dealers, but also with the Spanish and Chinese merchants.

Leaving out the fact that there, as here, no dealer is averse to a manufacturer's spending money for publicity, and therefore anxious to say that it is necessary, the real meat of the matter is that any product known internationally needs little out and out advertising in the Philippine Islands, but does need to tie up the dealer in an announcement that it is "now carried in stock locally."

If the product is new to lands outside the United States proper, or a novelty put out by an old-time house, then by all means plug it hard at the start in indoor and outdoor mediums.

Just as in Porto Rico you can get a whole lot of business without admitting that some people prefer Spanish, but sooner or later you'll want not only the cream but the milk. As it really costs little to have a few letters translated, and as the most effective dealer stuff is put in Spanish, it's wise to gamble this at the start before the Spanish dealers meet your customers with a substitute.

If there wasn't a chance for a glorious killing I wouldn't feel so free to nod towards your purse-strings, but when on one trip you take an order for a set of tubes for the old-time steam auto and the next find its owner selling forty six-cylinder, six-thousand dollar cars a season, I think you'll get my reason for asking you to do your Christmas shopping early.

Manila is not a backwoods settlement or mining camp.

That new model Protectograph

and American Can Company's adding machine had scarcely been announced before my Manila and Cebu friends were writing me to pick one up with agent's prices. You see (and I'll blush with you) that it's a market so ready to buy that even when we overlook it, because of the immediate necessity of sizing up the business loss resulting from a race riot in Memphis or the cloudburst in Emporia, it steps right up with wallet in hand and raps on the counter.

Of course, you can't expect every dealer who can handle your line to spend all his time hunting you up, or if he should, select every style or variety he could sell. I don't want to picture Manila or any other city as standing with outstretched arms ready to take whatever you have to offer at any price, but at that the man who says that these cities won't buy when properly approached is further from the real state of affairs.

There's a lot of real, hard work to be done to get the full possibilities out of any line in the Philippines just as there is in California or Rhode Island, but if you want more business and consider a new place to sell goods as an asset the same energy will pay greater dividends there than here.

MARKET FOR DIFFERENT GOODS

In one way the Philippines remind me of Mexico because there's a good market for different grades. Where Hawaii demands only the best, Manila, and particularly other cities and towns, will absorb any grade that is good value for the price.

One shrewd firm which has studied this market for nearly twenty years supplies three grades of products under three separate brands and three separate firm names, and comes pretty near to supplying the whole demand at three different sets of prices. Other manufacturers approximate this pleasing result by selling both branded and unbranded goods and getting suitable prices for each, while still a third group, having different brands at different prices, is successful in maintaining a

market for all of its wide variety.

Personally I honestly feel that I have handicapped myself in the Philippines by my policy to select only leading lines as the best all-around bet for a combination salesman, and consequently have to pass up business that goes where value for low price is demanded.

I know, for example, that a wonderful market is there for medium-priced household goods, jewelry and agricultural implements, that I can almost, but not quite, land with my minimums on highest price lines.

So marked is this tendency that with several houses I have worked out an arrangement to supply my firms' best branded goods, and, that my customers may not have to seek other makers to satisfy their need for a lower-priced but dependable second grade, I also sell them *unbranded* products at a much lower margin of profit.

When a market is frankly seeking value, and has different ideas of the proper price, I know of no better way to get the business than by sampling liberally when your line permits this form of promotion work. It is something the average Philippine dealer can appreciate as a sales help, particularly if the samples bear his name as well as yours.

One of the quickest and most satisfactory introductory efforts ever pulled off in Manila combined every angle of adapting such efforts to this particular market, and bears a real lesson.

Let's call the product "grape juice" just because it wasn't. The maker had never sold a dollar's worth of his many lines in Manila direct, although, of course, some had leaked in via commission houses, but he needed more sales, and was willing to go as far there as here.

As a first step his agents wrote every dealer who could possibly handle grape juice, enclosing a special combination offer, grouping the various sizes with attractive four-color illustrations. The display matter which formed part of the assortment was not only described, but samples were sent by the same mail.

Coupled with the offer was a sampling plan which required the dealer's co-operation, as it was put up to him that he must supply the names of his customers and place at least a fair-sized trial order to be listed.

With these lists of prospective users and their dealer's safety in the maker's hands (and a goodly bunch of orders) the sampling campaign took form. Individual four-ounce bottles neatly boxed *and each bearing the dealer's and consumer's name* were shipped with the orders. To each consumer a letter went by first-class mail advising him that owing to postal regulations there had been sent with a shipment to his dealer a package which would be held for his order.

It was a case of Spanish letters in the majority of cases, but the expense was simply in translating one form and the use of a little common-sense.

SAMPLING APPRECIATED

You good merchandisers can doubtless supply all the little details which were thought up to make sure that the samples were not piled up in a bunch and individuality lost, and that the little dealer should follow up to bring in the "uncalled for's." On my trip a month after this sampling I clinched forty-nine accounts.

Sometimes figures are worth something, so here goes on the chance these will be of interest to you: Direct sales, January 1, 1909, 0; July 1, 1909, \$5,173; July 1, 1913, \$28,900; all on branded goods. I am betraying no confidence in giving the exact cost of the letters, samples, and all ad matter used in the introductory campaign as \$988.73.

I'll confess right here and now that the firm made a mistake in doing more than paying me to give a mighty few hints, because I could see kinks that spelled dollars oozing out of the sales manager as I talked, and, after all, my part, it has always seemed to me, was to state a problem for him to solve. If he'd let a salesman run over in dull season, the orders were there, and very probably he'd have done better with

\$19,428 Worth of Orders

Resulting from 760 inquiries secured from 13 one-page advertisements in the AMERICAN MACHINIST

One year ago the Fitchburg Machine Works reported that they had received 760 inquiries from 13 one-page ads in the American Machinist.

These inquiries came from 166 proprietors and managers, 240 superintendents and master-mechanics, 204 foremen, 63 designers and draftsmen, 3 tool-makers, 41 machinists and 41 were unknown. They represented 170 different industries, from Agricultural Implements to Wire Machinery.

Now all this is good stuff, but the real thing remains to be told.

Today, one year later, this concern reports that \$19,428 worth of orders have been sold to these inquirers and every dollar's worth was directly traceable to the advertising. The product is the "Lo-swing" Lathe. The cost of the space was \$663.

Write these facts on parchment and rivet them in the lining of your hat. Pull them on the man who tells you that technical paper advertising does not pay.

Make-It-Pay Department

The copy in this case was prepared by the Make-It-Pay Dept., and it is evidence of the ability of this department to "produce the goods" in the right medium, for the right product when the advertiser co-operates to the fullest extent. If your product "belongs", in a business way, in any Hill Paper we want to talk the matter over with you.

Hill Engineering Weeklies:

The Engineering and Mining Journal (1866)

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

Engineering News (1874)

The standard Paper of Engineering and Contracting. Circulation 20,000.

American Machinist (1877)

Devoted to the Work of Machinery Construction. Circulation 26,750.

Power (1880)

Devoted to the Generation and Transmission of Power. Circulation 30,500.

Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 12,250.

HILL PUBLISHING COMPANY
505 PEARL ST., NEW YORK

the specialties than I did, with his daily bread and butter depending on it to offset my acquaintance with the dealers.

That's the game—send a good salesman over after paving his way—don't worry about his Spanish—he can use it to deadly advantage if he has it at that—but send him anyway.

WORK OF MAIL-ORDER HOUSES

Without half trying some of the big mail-order houses in Chicago and elsewhere are picking up a tidy cash-with-order business and offering nothing but the goods at that, selling dealers not users, and writing only in English in every case I've seen. That to me is better proof than any ideas I've had from other observations, for if there is anything harder to extract than cash-with-order business from Manila I'll buy.

Don't get from this remark that year-long credits must be passed out. That's rot, just as it would be about St. Louis. Give 'em sixty days after they get the goods on most lines, trim it to sixty days from date of invoice when you can, and unless there is some reason of your own don't go over a ninety-day sight draft with papers even to land a plum. You'll get it, anyway, if you sit tight, for when Mr. Dealer gets interested that far he's just going to buy.

I had one good laugh, even if it did cost me money, and the general manager of a nationally advertised perfumery house is chuckling yet every time anyone mentions the Philippines. I met him at a lunch in Dallas, where he was representing his house at a convention, and I incautiously told him that I could see a good market for his line in Manila. He was very skeptical, and asked what I called a good market. I thought it over and said \$10,000 the first year. Then he sat up and took notice, for he realized what that would mean after they once got started. One thing led to another, and finally an evening suit against a wardrobe trunk was the wager made that his house could sell within \$2,500 of my original \$10,000 estimate. They sold \$18,000, and the fool way I worded the bet just to

show what a keen insight I had for possibilities cost me ninety-odd dollars. He never gave me any commission on the tip at that, for there was a little billiard game that cost him—but let him tell about that while I chuckle.

Of course, not every line is going to walk into five figures in the first year. Lots of them will fall below half that pleasing amount. But it costs little to try, and the right time to try is now while conditions are right, although away off in some nearby territory.

If you are thinking of giving it a whirl my dope is for action while conditions are as they are and not to wait till dollars are held in higher regard.

I emphasize this point because for example, in 1911, Sao Paulo, Brazil, was the best world bet, but rapid over-expansion made it a tough market for those on the outside two years later. If you are once in, even panic times bring some real business, but it's no cinch to buck into a new market when pennies loom large.

If you are fortunate in being close enough to the big tobacco interests to get the inside dope, sound them out as to what they think of the Philippines. They can afford to tell you, because when the free-of-duty cigar act went through they got over their scare in time to adopt war tactics which killed the market here for the really excellent high-grade Philippine products by featuring Manilas as a kind of rope that would burn. Just the same they know about the Philippine Islands and will back up my observations—if you know 'em well enough.

Some firms in the United States are selling forty-odd million dollars' worth of goods in the Philippines, even if bullock carts take the goods from steamer to store.

Their business has trebled in recent years.

You're not getting your share!

Eugene Van Zandt Dies

Eugene Van Zandt, well known in Chicago and New York advertising circles, died suddenly of pneumonia in Philadelphia on December 14. Mr. Van Zandt was at one time connected with the *Chicago Journal*.

Ad Writing and Dealer Investigation

New York, Dec. 18, 1913.

Editor of PRINTERS' INK:

"An Investigator's Experience Among Dealers" by George L. Louis in *PRINTERS' INK* of December 11 is to my mind one of the most informative studies in advertising it has ever been my fortune and profit to read.

Let me suggest a sub-title, "or The Dethronement of the Copy Writer." This little article, studded with "real, true, dug-out" facts indicates the utter inadequacy of the clever, desk-made, copy writer's advertising campaign. In advertising we are ruled by the pen and pencil when our sovereign emblem should be the pick and shovel.

How many advertising campaigns are based on first-hand investigations? How many are more than a succession of efforts by the copy man in co-operation with the space buyer. I have personally known copy writers who wrote all the copy for a campaign without ever having seen the article they were "selling" or tasted it, or smelled it, or handled it, or knowing where it was to be sold, how and by whom.

The prevailing notion among advertising men is that if a campaign has created demand it is tantamount to selling the goods. It is therefore clarifying to learn from Mr. Louis's actual experience that "the real selling force is

the action of the dealer in intimate contact with the prospective buyer."

Copy has become a fetch among us and the importance of digging out the facts about the conditions which surround the selling of any commodity has been lost sight of. If investigations such as Mr. Louis undertook had preceded many advertising campaigns that have "failed" there would be fewer men to-day who are "convinced that advertising does not pay."

JOSEPH ELLNER.

Bank Giving Comic Book as Inducement

A new idea in savings bank advertising has been adopted by The Central Trust Co. of Illinois, located in Chicago. All boys and girls between 9 and 16 years of age, who come to the bank and open a savings account during December or January with \$5 or more earned and saved by themselves, will receive free the 128-page picture-book, "Oh, Skin-nay!" by Briggs, a Chicago fun artist.

This book has been advertised in the magazines and newspapers so extensively that the bank is hooking-up to an idea that should produce good results. In addition to having the advantage of the holiday season, which alone is an inducement to start bank accounts, it will be able to "cash-in" on the publicity which the publishers of the book have already published.

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

Will Irwin Gives Credit to Ad Men

"The advertisers are responsible for the fact that to-day the writer has an honorable, remunerative profession; one that a brainy man feels worth taking up. It is they who have built up the magazines to what they are to-day."

This was the declaration made by Will Irwin, the well-known writer, in an address delivered before the Buffalo Ad Club recently.

"We knights of the pen," said Mr. Irwin, "have to thank you advertising men for the place we occupy in the world to-day in the financial sense. It was not so very many years ago that an author considered it an honor to have his stories published in a magazine, and without recompense."

"Now, it is a fact, gentlemen, that we of the United States have no writers of the novel who can compare with H. G. Wells and Arnold Bennett. We have no poet in America to-day that is worthy of the name. France as well as England excels us."

"But there is one field of literature in which we do lead to-day, in which we lead the whole world. This is in the writing of the short story. O. Henry's work is now considered supreme in this field."

Charles Cheney Opposes Kahn Act

Charles Cheney of Cheney Brothers, silk manufacturers, is quoted in the *New York Times* of December 19 in relation to the Kahn act as follows: "The Kahn act, as it stands, is a mistaken piece of legislation. Nobody objects to giving foreign manufacturers protection against design piracy, but we do not want to give unjustifiable protection to the detriment of American interests. We do not want to open the way for some foreigner to register an American article abroad and obtain protection here on that article for three years after the exposition. That would not be fair to us. We are willing, however, that they should be given a chance to protect their own designs."

Syrup Campaign in the South

The Alabama-Georgia Syrup Company, of Montgomery, Ala., is conducting an educational campaign in the *Atlanta Journal* and other Southern papers on Alaga Syrup. One of the advertisements of the series shows a small boy on a "pushmobile" with a can of Alaga Syrup in front. The copy reads "Headed for Home"—"He got what he went for and now he is happy on the way."

Jacobs Leaves Sherwin-Williams

I. L. Jacobs, of the Sherwin-Williams Company's St. Louis house, has resigned, and is now with the Milligan Mfg. Company, Chicago. J. T. Downey succeeds Mr. Jacobs in St. Louis.

Judge Rules Against Mutilation of B. V. D. Boxes

Tampering with special marks on B. V. D. underwear boxes is forbidden by a decision handed down in the U. S. District Court by Judge Learned Hand. The case which brought out this ruling is that of the B. V. D. Company against Aaron Kommel and Nathan A. Kommel, doing business as A. Kommel & Son.

The final decree reads in part as follows:

The B. V. D. Company is entitled to protection in the use of identifying marks and numbers such as are employed upon its packages, to the extent prayed for; and the B. V. D. Company is entitled to an injunction against the defendants.

Ordered, adjudged and decreed that a permanent injunction issue out of and under the seal of this court directed to the defendants, Aaron Kommel and Nathan A. Kommel, individually and as co-partners doing business as A. Kommel & Son, the defendants, enjoining and restraining them, their clerks, agents, attorneys, servants and workmen and each and every of them from directly or indirectly disposing of, selling or offering for sale or advertising for sale any underwear emanating from the plaintiff, the B. V. D. Company, in packages or boxes purporting to be the genuine packages or boxes of the plaintiff from which packages or boxes the plaintiff's special identifying marks have been removed, altered, mutilated or obliterated.

Changes in Century's Organization

On January 1, Rodman Gilder becomes treasurer of the Century Company, succeeding Donald Scott, who resigned recently. Other changes in the Century organization are: George L. Wheelock, who has been head of the book sales department, becomes assistant treasurer; James Abbott becomes auditor, and T. R. Smith, for many years associated with Moffat Yard & Co., becomes manager of the Century's editorial department.

Bromfield in New England for "Good Housekeeping"

E. T. Bromfield, who has been traveling New York and Pennsylvania for *Good Housekeeping Magazine*, succeeds Malcom W. Stearns as New England representative of that publication.

Coates Again with Boston "American"

Foster Coates, who has been publisher of the *Atlanta Georgian*, has returned to the Boston *American*.

H. H. Pike, formerly of the dealer service department of *Good Housekeeping Magazine*, has joined the advertising staff of *Scientific American*.

Put Yourself in the Dealer's Place

If you were a country town dealer and received a letter from a manufacturer thousands of miles away calling attention to a big advertising campaign he was running in a number of periodicals which were read by about 5 per cent of your customers, would you feel justified in sitting down and ordering his goods? If he asked you to run his cuts in your local paper at your expense, would you do it? We hardly think so.

If, on the other hand, the manufacturer had advertised in the local paper at his own expense and created a demand from several of your customers, you'd be only too glad to fill it, giving your customers what they want and encouraging the advertiser who is willing to pay for his own local advertising.

If you want your share of country town business, use the country newspapers of the

Kellogg and Western Lists

Catalogue of our 5,927 papers and full particulars gladly sent to any advertiser.

Western Newspaper Union

CHICAGO and NEW YORK

Not Promises—but

Here is evidence of the service

"Our Fall and Winter Catalogue was very satisfactory and we are perfectly satisfied."

Greenhut-Siegel Cooper Company

"Allow us to express our appreciation of the way in which you have handled the Rogers, Peet Stetson Hat Booklet. Everything has been very fine all during the course of manufacture.

"Rogers, Peet Company are very pleased with the booklet and so are we." The Cheltenham Press

"We want to thank you for the excellent style in which our advertisements were set up, also for the prompt manner in which this work was taken care of. Great praise is also due you for the splendid manner in which you handled the edition. The rapidity with which this issue was gotten out and the quality of the work are added proof that our printing is in good hands."

Printers' Ink Publishing Co.

The growth of our business and our ample facilities are the assurance that we can give equal service to you

"CONFIDENCE IS THE

Charles Francis Press

—but Services Rendered"

the service are giving our customers

"In reference to the catalogue, would say that the same was entirely satisfactory and that it was completed on time, and we have not one single complaint to make." Boggs & Buhl, Pittsburgh, Pa.

"It gives us pleasure to state that the service which you have given this magazine is very satisfactory in every detail. We like the care which you have taken in printing the magazine; we like your attention to every little detail in composition and in interpreting our wishes and carrying them out in the many ways that arise in the making up of the magazine.

"We cannot give you any stronger commendation than to say that for the brief period of a few months we were wooed away by the attractiveness of another printer's price, but we soon found the error of our ways and we are glad to get back with the printer upon whom we know we can depend at all times."

Banker & Investor Magazine Publishing Co.

Let us co-operate with you in the production of
BUSINESS - PRODUCING PRINTING

IS THE BASIS OF TRADE "

res 10 and 32 West 13th Street, New York
between Fifth and Sixth Avenues Telephone, 4090 Chelsea

The Owners Of Philadelphia

The circulation of the PUBLIC LEDGER is 50,000 copies daily, 100,000 Sunday.

Yet—if the readers of the PUBLIC LEDGER were removed from Philadelphia the city would be stripped of its important commerce and social life.

The stores would close. The wheels of its 3,500 factories would cease to turn. The banks would no longer do business.

The readers of the PUBLIC LEDGER are the real owners of Philadelphia and nearly every tangible thing in it.

PUBLIC  LEDGER

INDEPENDENCE SQUARE, PHILADELPHIA

Advertising Increases Use of Product 2,000 Per Cent

Since First Exploited in This Country the Sale Has Grown from 200 to 4,000 Tons a Year—All Mediums Used—Kind of Copy Best in Outdoor Display and Current Newspaper Copy

By Harry Dumont

Gen. Mgr., Pacific Coast Borax Company, Chicago

THE editor of PRINTERS' INK, expressing his interest in the progress of our campaign, asked several questions about our experience in finding the copy that has done the best for our product.

As it happens our advertising this year is being done chiefly through painted displays, with newspapers reinforcing, so I shall tell about our outdoor copy first.

Before we began this year's campaign outdoors, we did indeed give serious consideration to the kind and amount of copy that should be given display. Every word was weighed. We knew the folly of saying too little; we feared saying too much.

The newspaper copy goes into many details about Borax and is calculated to be highly educational. On the other hand, the painted walls and bulletins carry a short, pithy message, boldly displayed with an illustration of the package.

It was found that not more than four sentences or ideas could be expressed in a display without confusion, and the majority of boards were painted in this manner. This was afterward reduced to three with a gain in effectiveness. The copy which is considered best reads as follows: "20-Mule Team Borax saves and

whitens clothes. The borax with the soap does the work." This is getting the proposition down to its essentials, and there is not one word too much. The copy gives the name of the article and tells what it will do. The phrase, "The borax with the soap does the work" was added, because otherwise it might be assumed that borax alone would wash the clothing, when as a matter of fact borax must be used as an addition to soap. Borax itself will not produce the suds, but borax softens the water and dissolves dirt and resinous deposits, and has the effect of whitening the clothing, and of brightening colors and preventing them from fading. Soap alone will not do this, and nothing else can take the place of borax for this purpose.

THE KERNEL OF THE COPY

The main part of the copy for the signs is the same in all cases, but one line is occasionally changed; that is, the line designating the use. For instance, one sign will read: "20-Mule Team Borax *saves and whitens clothes*"; another one will read: "20-Mule Team Borax *preserves and brightens colors*"; another reads: "20-



NEW BIG PAINTED SIGN ON BUSY NEW YORK CORNER

Mule Team Borax *makes clothes whiter and colors brighter,*" and in all of these signs will be found the phrases, "The borax with the soap does the work" and "Nothing else will do as well."

The co-operation of the retailer is enlisted to the extent of his displaying the goods in his window, together with lithographed material setting forth some of the uses for borax. There is then formed a continuous chain from the home to the store which is bound to be effective. The consumer reads "reason-why" copy in the newspaper at home, is confronted with the bulletin on the street, and finally meets with the invitation to buy at the store.

Outdoor displays are only one feature of Borax advertising, and are not depended upon as the sole means of support.

Readers of PRINTERS' INK may be interested in how our advertising began and how our trade-mark, showing the 20-mule team, has come to be worth a figure so big that I would hesitate to mention it.

The actual existence of the "20-Mule Team" has been often questioned by those who know little of the West. When borax was first mined in the crude state in Death Valley, California, it was necessary to find some means of transportation over the leagues of desert country to the railroad. A team composed of twenty mules was found to be the most satisfactory means of transportation, and it was therefore adopted. The two wagons shown in the picture had a capacity of twenty tons, or an ordinary carload. The distance from the mines to the railroad was 165 miles, and it took ten days to cover it. Therefore, it was necessary to have a number of "20-Mule Teams" on the road in order to supply the demand. These teams were in constant use for a number of years without a breakdown, so substantially were the wagons constructed. The springs of water were fifty miles apart, and it was therefore necessary to take along a 1,200-gallon water-tank as a trailer to supply the men and mules. No

more appropriate trade-mark could have been adopted by the Pacific Coast Borax Company for its products.

WHAT CONSUMERS THINK ABOUT TRADE-MARK

This trade-mark has produced many interesting impressions upon consumers and retailers. The Magic Crystal Booklet, published by the Pacific Coast Borax Company, describes the method of driving the "20-Mule Team." Consumers have written in to the company expressing doubts as to the feasibility of driving a team in that manner. Others believe that the "20-Mule Team" never existed, but was simply pictured as a "catchy" trade-mark. The story of the mule team and the romance of the desert has always been effective ammunition in the hands of the borax salesmen.

When borax was first advertised in this country, some sixteen years ago, the sale of the article in packages for household use was very small, something like 200 tons per annum. It has since grown to over 4,000 tons per annum. In addition to the actual sale of borax in packages there has grown up a large demand for soap, soap chips and soap powder containing borax. 20-Mule Team Soap Chips contain as much as 25 per cent pure borax. This adds largely to the output of borax for household use, and, when this is considered, the gain in the sale of borax for household consumption is much greater than 4,000 tons. This in-

Makes Linens White and Soft

The Only Safe Way to Wash Linens is to Use Borax.

When Borax is Used There is No Need of Boiling.

Every woman wants clean, white and spotless linens and perfectly clean clothing and she wants them ready with the least amount of time and labor. Many women have solved this problem by using Borax in the water.



Borax is the best aid to cleaning houses. By its addition to the water in which linens are washed, the water is softened, the destruction of color will be avoided and the articles washed are thoroughly cleaned without harming them in any way. Besides, rubbing is largely avoided, for it is the Borax with the soap that does the work.

Send a postal to the Pacific Coast Borax Co., 1516 McCormick Building, Chicago, for their new booklet, "The Magic Crystal." It tells how to wash linens properly and gives many more time and labor saving secrets.

Always use 20-Mule Team Borax for all purposes. It is pure Borax and the only one that is so solid the country over. It is the best because it is so pure. All dealers in convenient 5 lb and 10 lb packages.

THE NEWSPAPER COPY

crease in the consumption of borax has been produced by advertising. Practically every known medium has been used, including newspapers, magazines, billboards, paint, canvassing, sampling, street-cars, premiums, window displays, moving-picture shows, demonstrations in stores and novelties.

FIRST INCREASE FROM ADVERTISING

The first real increase in sales was produced about eight years ago by some very extensive magazine advertising, featuring a series of American Girl pictures, which proved to be very popular. The "20-Mule Team" itself was paraded through the country, beginning at the St. Louis Exposition and winding up on Broadway, New York. Circulars and samples

formances, at a cost of about two and one-half cents per capita, and the increase in sales was very gratifying.

Against Store Demonstrations

Nugent's Bulletin, a women's garment paper, suggests that the use of manufacturers' representatives, or demonstrators, in department stores will soon be entirely eliminated. A writer in that paper, discussing the situation, says among other things:

"Department stores have been caused so much trouble by demonstrators of various kinds of merchandise that comparatively few concerns allow them in their establishments. The average demonstrator, apparently feeling but little responsibility and no allegiance at all to the shop, places the rules and regulations of the house in jeopardy, if not actually disrupting its system. Of course, there is no particular penalty which the demonstrator has to pay for infraction of rules, since she does not work for the store."

After pointing out that the demonstrator is frequently not well qualified to handle the sales of the goods she is supposed to exploit, and that the possibilities of using unscrupulous methods to push the sale of the specialty at the expense of lines already in stock are great, the article concludes:

"If your store must demonstrate articles to give them a starting

sale, by all means do the employing yourself, buy the goods at right prices; interest the house in pushing the goods; pay for liberal advertising, and the rest will take care of itself. Push your own merchandise; let the demonstrating of catch-penny articles and toilet goods of unknown merit go to the country fairs, where they belong."



A STRONG OUTDOOR SHOWING

were distributed on the way, and the team was preceded and followed by the borax salesmen, who used the advertising as the means of selling the retailer. Many of the retailers still think that they saw this team last year, although it was in 1904.

In 1909 the company adopted moving-pictures as the means of advertising. Twelve crews were equipped and sent out through the country. Each crew consisted of a lecturer, an operator and a pianist. Halls and theaters were engaged by the salesmen ahead of the crews, and the retailers were supplied with free tickets to distribute to their customers. The entertainment was entitled, "A Trip Through Death Valley," and was advertised on billboards and in newspapers a few days before its arrival in town. All told three million people viewed these per-

Elliott Dislikes "Underground" Methods

The Public Service Commission of Massachusetts is investigating payments for advertising and publicity made by the New Haven Railroad last year. President Howard Elliott, testifying at the first hearing, said that he did not believe in "underground" methods of publicity and that during his régime no money would be spent for "flavored" editorials or news matter. He said that he believed that the company's advertising appropriation should be divided up among more advertising agencies than heretofore.

The Cowen Company, of Boston, places the joint advertising of the New Haven, Boston & Maine and Maine Central Railroads.

EVERY advertiser, every advertising manager and every advertising agent knows that whatever may have been said in the past about service giving agencies, the real demand for service has just begun.

Price cutting, prophecies and promises have been pretty good sellers in the past, but right now everyone seems to be waking up to the fact that agents' commissions ought to buy something for the man who puts up the money.

This agency has always been known as a "service agency", even when the term wasn't considered by advertising agents as creditable or as necessary to success as it is today.

We are glad to talk to any advertiser who is looking for a "service agency".

Williams & Cunnyingham
1710 Mallers Building
Chicago

Magazine Men Start Advertising Campaign

First Copy Appears in Publications Whose Combined Circulation Is Estimated at Ten Millions—Story of Waterman Pen Begins the Series, Which Will Include Other Successes

THE January issues of a number of magazines contain the first of a series of advertisements arranged by a group of prominent advertising men. The campaign as planned will describe big business successes which have been built on magazine advertising and will point out how magazine advertising has served the public. Those behind the new campaign are J. Rowland Mix, business manager of *Scribner's Magazine*, chairman; Herbert S. Houston, vice-president of Doubleday, Page & Co., publishers of the *World's Work*, the *Garden Magazine* and *Country Life in America*; S. Keith Evans, advertising director for the Crowell Publishing Company, publishers of the *American Magazine*, the *Woman's Home Companion*, and *Farm and Fireside*; Henry D. Wilson, advertising manager of the *Cosmopolitan Magazine*; Chas. D. Spalding, advertising manager of *McCall's Magazine*; Richard H. Waldo, advertising manager of *Good Housekeeping*, and F. H. Ralsten, general sales manager of the Butterick Company, publishers of *The Delineator*, *The Designer*, and *The Woman's Magazine*.

The first advertisement of the campaign describes the L. E. Waterman Company, and a graphic account is given of how an inventor without money or any business affiliations came to the top in an industry that now trades in every civilized country of the world. The advertisement relates how

Lewis Edson Waterman, the inventor of the Waterman Ideal Fountain Pen, was selling a few pens from a newsstand. An advertising man became interested in his invention and risked a quarter-page of space in advertising the pen. So began the Waterman pen business, the story goes.

Other advertisements will tell different stories. One of them is of two young men from the country, with a small loft in lower New York City, trying to make a little headway with a product of their own invention. An advertising manager learned of this product and realized there would be a big demand for it. The following month a quarter-page advertisement of this invention appeared, and the business grew steadily thereafter.

A third story will tell how an emigrant youth established a business which was for many years restricted to New York City and environs. A new generation of the family saw the value of advertising. Now this firm is one of the best-known advertisers in the country and ships its goods to every corner of the earth.

Romances of Modern Business

ARNOLD BENNETT, the English novelist, came to America not long ago to look us over. The distinguished author is a keen student of psychology, and our entire scheme of living fell under his microscopic eye.

After visiting several of the largest American cities, he gave some interesting impressions to a Chicago newspaper interviewer. Flitting open a window commanding a view of a wide stretch of Chicago's business district, he said:

"There is your American romance—there in the large office buildings and marts of trade! Yours is the romance of great achievements in commerce, in industrial leadership. And it is a wonderful romance! The child of the world's nation is leading them!"

The British writer got to the heart of this vital, throbbing country. And if we look at our national commercial life as did this noted visitor, we shall find romance, absorbingly interesting stories, on every page of our magazines, not only in the imaginative writings of noted authors, but in the stories of business successes and of merchants and their wares.

There are many such romances in the history of American industry. Here is one of them:

CHAPTER I

The Story of a Fountain Pen

At the rear of a newsstand, under the stairway in the old Tribune Building, in lower New York City, a remarkable discovery was made a little less than thirty years ago.

Prompting to make a purchase, the advertising manager of a well-known magazine, by one of those curious turns of chance, first learned of something that was to be of vital interest in the world of invention, and was to lighten the work of thousands in many nations.

Back of the newsstand stood a man with a small tray of goods which he was offering for sale. He was a kindly appearing man, slightly under middle age. His stock of merchandise was limited indeed. It contained only a half-dozen articles. But his goods were his own, of his own thought and invention.

This he told the advertising man; and so much did he interest his listener that, after

the story had been told and the uses of his product demonstrated, they returned to the magazine office a man with a firm conviction that he had made a tremendous discovery.

The man who displayed his pet invention in the old Tribune Building newsstand was Lewis Edson Waterman, and the article he showed was the Waterman Ideal Fountain Pen.

The story of how these pens became so widely known and of how an enormous industry was developed in a few years is a very significant one. Waterman discovered the way to make a fountain pen; but a magazine advertising man discovered Waterman—and therein lies the story.

That was a little more than twenty-nine years ago. The inventor had confidence in his pen, but no money with which to market

These stories are to be printed in the magazines under the head, "Romances of Modern Business." One is to appear each month. Accompanying them will be the line, "This is one of a series of articles showing how magazine advertising is serving the public."

The stories will be aimed to show the ethical as well as the public-service side of advertising—how culture and learning and artistic taste have been carried to remote places; how people have become acquainted with products that have added to their health, comfort and pleasure, and how the magazines through their advertising pages have established themselves as guides to careful buyers.

The idea for this campaign sprang into life more than a year ago. It was given impetus on the occasion when Louis D. Brandeis, speaking at the dinner given to the magazine publishers and advertising managers by the Association of National Advertising Managers, at the Hotel Astor, New York, made a plea for price maintenance. Mr. Brandeis' talk in favor of maintaining a single advertised price on well-known products was considered so pertinent that many magazines printed it. This was followed by the planning of a campaign of publicity. Policies were determined and work was begun within a very short time.

Much work by the advertising men who have been mentioned in connection with this campaign lies behind the appearance of the initial advertisement. For six months the committee, which is called the Magazine Promotion Committee, has been meeting twice a week. A fund has been raised, and the magazines represented in this movement are prepared to devote much valuable space to carrying out the campaign to its conclusion. All told, forty or more magazines are expected to co-operate in the movement. The combined circulation of the magazines which will run the advertisements has been figured at considerably over ten millions.

Aims of Laundry Advertising

"I believe that the laundry industry has not been advertised in an educational way," said B. C. McClellan, vice-president of the Chalmette Laundry at New Orleans. "My observation is based on the fact that so few people know the inside workings of the laundry, and the general impression is against the laundry simply because, I believe, that the laundry has not invited the public's confidence sufficiently. Our city is more or less backward in our line of industry, more so than the Northern cities, and it has been my aim to try to draw a more friendly feeling towards the laundry from the public than has existed. Our business has materially increased each year to a very satisfactory standpoint. We have employed several kinds of advertising campaigns, but we believe that the newspaper is especially adapted for a successful campaign along educational lines. Our company's yearly expense for advertising in newspapers amounted to something like \$6,200, and we have renewed our contract for the coming year. We expect in the course of the next year we will reap a great real more benefit from the money which we have spent the last year, and we expect our next year's advertising to be more profitable than the first year of our campaign."

Simmons on "Service"

Wallace D. Simmons, president of the Simmons Hardware Company, made an address recently at the monthly dinner of the Business Science Club of Philadelphia. His subject was "Business Building." Service was its keynote, which, he stated, was the main essential to the building up of any business.

"Good service," he said, "means a satisfied customer, and that is the best advertising a business can have. The business man too often loses sight of the fact that one of the biggest factors in his business is to deliver the goods as promised. If goods are advertised as one thing and sold as something else, there can be but one end. The profit may be greater as long as the advertising is continued, but the patronage of steady customers, which comes only from fair dealing, and which can be depended upon whether there is advertising or not, is lost."

Symbols of Appreciation to Draw Trade

During the eleventh anniversary celebration of the Brouwer Shoe Company, Milwaukee, a one-pound box of Princess Chocolates was given to women and five ten-cent cigars to men with every purchase of three dollars or over, and big candy canes with every pair of children's shoes.

The company's copy emphasized the fact that the candy and cigars were given away for the purpose of showing appreciation of the public's recognition of efforts to serve and please.

New Methods That Won in an "Off" Year

How an Industry's Inactivity Was
Turned to Advantage and a 28
Per Cent Increase Shown in
Sales—A Daring Raise in Price
That "Got Across"—Some Inter-
esting Follow-up Experiments

By R. W. Wadman

Adv. Mgr., Sterling Engine Company,
Buffalo, N. Y.

THIS is the story of a 28 per cent increase in business in an "off" year. PRINTERS' INK, learning of the circumstances from trade sources, asks for the facts. I'll very cheerfully set them down, and trust, as PRINTERS' INK suggests, that the recital will be helpful.

For the past two seasons something has been the matter with motorboating. Whether it is a lean public pocketbook, too much automobile, the decline of boat-building or the rise of gasoline makes little difference. The fact remains that business has not been so good as formerly.

As usual, the "off" years hit the little fellow a hard blow. The mechanic who took his few hundred dollars savings and started a marine-engine shop a few years ago has had a rude awakening. Most of this type have not been able to swim against the tide. Many have closed up shop; others—the fighting kind—have had their shops closed for them. And even among the stronger is heard the universal complaint, "Business ain't what it used to be," and whisperings of "hard times."

For our part, we can't conscientiously join in the wail. Just now

the Sterling factory is working double shifts and, when the tide is at its ebb, turning down orders on many sizes when less than a two months' delivery is demanded. The books show that up to October first business increased 28 per cent over a year ago.

This good fortune is partly because of the reputation our engine enjoys, partly because of an aggressive sales organization, but chiefly because we foresaw conditions early last spring and laid our plans just the opposite from what inclination prompted, knowing that our competitors would do that very thing.

Sterling
THE ENGINE OF REFINEMENT
For the
finest boats that float
SUPREMACY

"Kathleen III." Wins International Race
Olympia, Wash., to Victoria, B.C.

The history of "Kathleen III." is another chapter added to the long record of Sterling Engine supremacy. It was not the history that made "Kathleen," a winner, for she was the fastest boat, every other boat, had a time she was not in. What was the reason for this? The Sterling engine, the engine that made the boat the best, and the boat the best, was the Sterling engine. The Sterling engine, the engine that made the boat the best, and the boat the best, was the Sterling engine. The Sterling engine, the engine that made the boat the best, and the boat the best, was the Sterling engine.

Sterling Engine Company
1288 Rogers Street
BUFFALO, N. Y. U.S.A.

STERLING ENGINE COMPANY, 1288 Rogers Street, Buffalo, N. Y.
Please send me your 32 page Catalog or brochure. My name and address are written below.

THIS COPY BROUGHT AN EXCELLENT CLASS OF INQUIRIES

Instead of taking the line of least resistance, we took the line of greatest resistance; instead of shortening our canvas along with the rest of the fleet, we kept every

inch up; instead of getting cold feet and retrenching and economizing, we planned to make a greater effort than ever.

We knew there was a certain amount of business—that of the moneyed class—which would go out just as it always had, and we planned to concentrate on this “big game.” The smaller fry we would also get if we could.

Our policy of concentration forced us to drop many of our old-line list. Past experience had taught that big space in a few publications paid better than small space in many, so we confined our ads to papers which reached only *actual boat-owners*.

In other words, we threw overboard one of the most cherished theories of the marine-engine manufacturer: the easiest business to get is the order of the fellow who is in the market for his first engine. We had no time or money to spend on this class of prospects; too many were after them, anyway. What we wanted was the man who *already had bought an engine*—the fellow perhaps who was struggling with some “dollar a pound” affair trying to make it go through the motions of a real engine. We knew that what every motorboat fan has to find out sooner or later is that the best is the cheapest, and the only way for him to find this out is to buy a cheap engine and “get up against it.” After he has done that he is ripe for our proposition, just as every owner of a cheap and more or less reliable car is a prospect for a Packard or Pierce-Arrow if he has the wherewithal.

PUTTING PULL INTO THE ADS

Having decided to concentrate on a few live prospects, the next step confronting us was to conserve our appropriation and make the dollar do the greatest possible work.

We decided to accomplish this by doing less, but doing what we did *better*. At a time when other manufacturers were cutting quality of literature and trade-paper copy, we began getting out more expensive literature than ever. We took more time and spared no

expense to make our copy effective. But we spent no more money; we simply conserved our appropriation.

Perhaps the master stroke of our campaign was our decision to raise our prices at a time when others were on the fence as to whether or not they ought to cut. With the advance in labor and material a raise in price was in order. We figured that if this increase was blazoned abroad at a time when it appeared the least expedient, we would do a good deal toward getting confidence, and we did. For the past two months we have advertised that after the first of the year our prices would advance. This condition invites those who might be going “to hold over” to come in now, when we are in a position to handle orders conveniently and distribute the usual spring rush over the dull winter season.

We also increased the use of testimonials in our copy, and added a coupon which seemed to have a very stimulating effect on inquiries. The copy was written by a motorboat enthusiast who was able to talk to the readers in their own language.

A REMARKABLE INCREASE IN INQUIRIES

This policy of concentration and the strengthening of our copy had an immediate effect on sales, even before we began to make use of our “prices advanced” argument. Up to the time of beginning to concentrate, the best we had received in inquiries from any class journal was 81 to the issue; after using the new copy, inquiries frequently ran up as high as 150, in fact one month reached 161 from one paper.

I don't mean to say this increase in inquiries, which had a good deal to do with our 28 per cent sales increase, was wholly the result of our copy or general plan. Naturally, when we saw we were up against an “off” season, we began to put on more agents than ever. This was comparatively easy, as at such times dealers are only too glad to connect with a firm that is going to do something instead of economize and prepare

After ten years as Advertising Manager for John Wanamaker and three years as Advertising Manager for Gimbel Brothers,

Mr. W. R. Hotchkin

has associated himself with the Cheltenham Advertising Service, 150 Fifth Avenue, New York. Few men have had such a remarkable opportunity to ascertain the comparative value of the New York daily newspapers. When the Cheltenham Advertising Service decided to advertise Mr. Hotchkin's new field of labor, with its own money, the one newspaper first selected by Mr. Hotchkin and used was

The New York Times

This is not, in any sense, a reflection upon the other excellent newspapers published in New York; nevertheless, national advertisers and agents who may not have had quite so good an opportunity as Mr. Hotchkin to determine direct results, will be unable to overlook the fact that his judgment and experience led him to take seven columns in THE NEW YORK TIMES, rather than one column in each of seven New York newspapers.

"Better Farming is the main hope of the nation"

The great awakening in agriculture is largely due to the able teaching of good farm publications.

Better farming makes better farmers, who make better business. The interest of advertisers in this condition of national affairs is obvious.

"Better Farming", of Chicago, is subscribed for by more than 350,000 farm homes, most of them in the Northern Central States, where agriculture has always been profitable.

This gives the reason of its success as a medium for advertising any commodity that prosperous farming folk need.

Better Farming

Duane W. Gaylord, Adv. Mgr.

Chicago

Harry B. Raymond, Eastern Rep.
225 Fifth Avenue, New York

for a big business next year. This strong sales organization, made possible because of our aggressive policy, did more than its share toward swelling the sales.

Then every effort was made to get our dealers pulling together, and to place at the disposal of all the experiences of the few. We issued weekly sales bulletins with great success and we expect this feature to develop into an organization paper next spring when the season opens.

Another reason for the success of our plans lay in a carefully thought out follow-up system. Having spent a great deal of money in experimenting in this direction, we instituted some radical changes in following up our inquiries. That is, radical from a marine-engine point of view, where it has always been the practice to follow an inquiry up indefinitely. We stole a leaf out of the auto manufacturers' experience.

AN AUTOMATIC FOLLOW-UP SYSTEM

As each inquiry came in, a card was made out which had a row of numbers from one to thirty-one printed along the upper edge. On these numbers rode a metal clip signal, projecting above the top of the card. If the inquiry came in to-day and was to be followed up a week from to-day, the clip would be placed over that date. Every morning the clerk would go through the file and send out circulars for all cards requiring them and move signal ahead to next follow-up date. A brief summary of the inquiry was kept for the purpose of following up the agent.

Having a country-wide organization, we really had very little need to try to sell the prospect by mail. With us we followed the inquiry merely to help the dealer. We worked him at both ends at one time. There is something about the printed word that impresses, and so our plan was more in the form of co-operation than anything else.

"One letter for all" follow-ups won't do, because the average prospective engine buyer answers the ad of every marine engine maker in the country, and by the

time he gets done reading catalogues, follow-ups and circulars he is more at sea than ever, and only the personal letter, woven around his particular situation and requirements, will have any effect. We can do very little with a prospect until we know what his requirements are, when we get that information we have something to work on, for a man's motor-boat is often closer to his heart than his wife or youngsters, and every letter that goes to him, after we get this information, contains some reference to his actual boat, a useful suggestion concerning a propeller wheel, etc. These letters are not written to obtain a man's order by mail, but simply to keep our engine prominently before him, so that our dealer may have a fertile field on which to sow his seed of facts and reap his crop of orders.

CIRCULARS INSTEAD OF LETTERS

A feature about our follow-up which worked out very nicely was the liberal use we made of circulars instead of the conventional filled-in form letter. Results seem to indicate that a neatly printed, well-illustrated circular sent to an *interested* prospect receives almost the same attention, and certainly is a good deal easier and more convenient to handle, than a form letter.

What few letters we did use were built up around testimonials, which we use to a great extent. Facsimiles of these testimonials are enclosed in all sales letters, a special paragraph being inserted by the stenographer calling attention to them. Then, too, the testimonial is very effective as copy and carries more weight than six times the space filled with generalities or specifications. Practically all our sales literature issued in conjunction with our plan of concentration has been built upon the testimonial. We even worked one into the cover design for our catalogue supplement.

The fact that our efforts have met with success and that we have been able to turn an "off" year into one of our best dividend payers, showing a 28 per cent sales increase, is largely due in the last

How Would You Judge a Man You Have Never Seen?

Suppose you have only a few letters from a man or firm with whom you are contemplating business relations. You know nothing but what the letters tell you, but do you know *everything* a letter can tell?

The kind of stationery a man employs is a powerful index to his character.

For example: Almost without exception the man who selects

**Old
Hampshire
Bond**

for his letter paper and office forms does so for reasons that would influence only a reliable man, a man proud of his business, jealous of its reputation, and seeking always a higher standard for all things associated with his business.

So that you may know **OLD HAMPSHIRE BOND** we will gladly send sample sheets showing examples of modern letter headings.

**H A M P S H I R E
P A P E R C O .**

South Hadley Falls, Mass.

*The only paper makers in the world
making bond paper exclusively*

analysis to applying the experiences of those in other fields to our business. After all, there is little "new under the sun," and the safest way seems to be the tried and proven way. The fellow who sets up claims as to being the originator of any business plan is taking a long chance; he might be surprised to know that the same thing was new when Nero was a boy.

Talks on Automobile Outlook

Agents for the Maxwell Automobile Company from eastern Pennsylvania, southern New Jersey, Delaware, and the eastern shore of Maryland were the guests of the Gibbons-Wetherill Service Company, of Philadelphia, at a banquet held in the warerooms of that company on December 9, to hear the plans devised by the officials of the Maxwell Company to further an automobile selling campaign. Charles F. Redden, sales manager of the company; E. Le Roy Pelletier, advertising director, and W. E. Paine, the Maxwell Company's sales manager for the Middle Eastern States, were the guests of honor. Mr. Redden briefly outlined the plans of the Maxwell Company for 1914.

Outlook for Advertising by Farmers

"In looking through your Macon papers I have wondered why it was they didn't contain any farmers' advertisements," recently remarked G. A. Yager, of Thompsonville, Conn., whose business has carried him into nearly all the New England States, to a Macon, Mo., man on a recent visit to that city. "Up my way there are any number of farmers who run advertisements regularly in both the weekly and daily papers.

"These are not advertisements for the sale of a certain lot of stock or grain, but regularly inserted advertisements calling attention to their farms and the character of their production. Frequently the advertisements include pictures of the barns and dwellings and pasture scenes.

"The producers have found that it pays. In all the towns are eager buyers for all sorts of stock and farm products and they read these advertisements of the farmers. By them they learn Joseph Brown has a hundred head of fat hogs, and makes a specialty of raising that class of stock. Also that he has a fine large poultry yard, and always has on hand a good supply of fowls. Another man has made a specialty of certain grain or vegetables, and he tells about it in his advertisements.

"Of course this farm advertising yields good results only where the roads are good. Most New England highways are first-class. Buyers won't go out from the cities when the roads are bad

unless they are awfully hard up for stuff. But they will go in swarms when they can get about easily, and then is when the live farmer finds it pays to advertise.

"If farmers would advertise out here they could get the same results, but they have to look well after their roads first. The farm advertiser not only gets business from the towns, but from his neighbors as well. They see he has a big stock of something they may be short on and they hunt him up and make a deal.

"The day of the business farmer is close at hand. Good farmers have private offices in their homes or farms, equipped with roll-top desks, typewriters and printed stationery. Many of them have given their estate some attractive name, which looks well on a letterhead and helps to get business. Then the modern man keeps a complete set of books, setting down his income and expenditures, and when the end of the year comes he will know to the cent what each crop has netted him, and which crops have been a loss."

New Bedford Manufacturer Uses Aquarium for Ad

Wm. F. Nye, of New Bedford, Mass., who markets porpoise oil for watch and clock use recently furnished the New York aquarium with a number of live porpoises. Not only did the porpoises by their antics in the big aquarium pool amuse many sightseers but the newspaper reporters saw human interest in the porpoises and turned in considerable copy as a result.

Mr. Nye was not slow in hitching his business to the porpoise publicity. In the December 10 number of the *Jewelers' Circular-Weekly*, he ran a full-page ad with a photograph of fishermen dragging a porpoise along a seashore. This text signed by Wm. F. Nye accompanied the picture:

"We invite every watchmaker within reach of the New York Aquarium to visit the fine exhibit of live porpoises now swimming in the big pool.

"These porpoises were furnished by us to the New York Zoological Society and are the only porpoises now in captivity.

"It is from the jaws of these animals that we obtain the finest watch and clock oil, and which is the acknowledged oil of the world for this purpose."

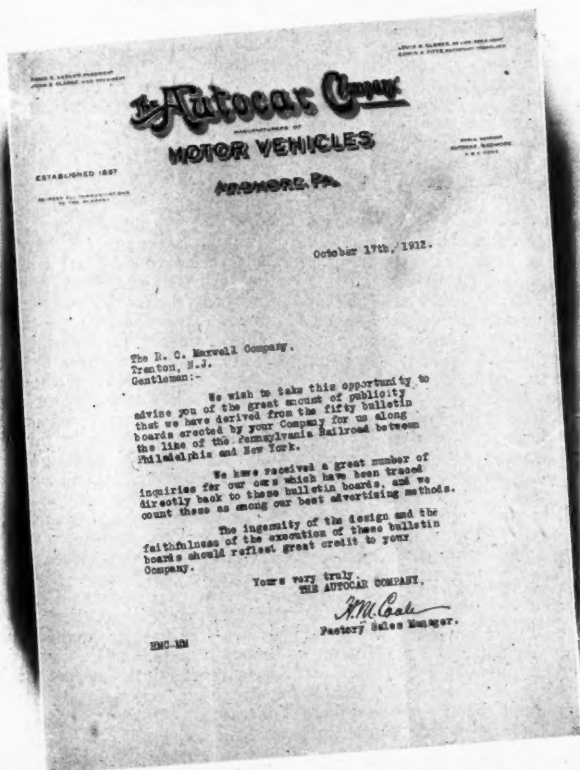
Sewer Pipe Company's Effort to Convince Taxpayers

The W. S. Dickey Clay Manufacturing Company, of Kansas City, has started a newspaper campaign for the purpose of educating the public on sewer construction. Naturally the public seldom buys sewer pipe, but the placing of certain facts before the people will have a moral effect on the public officers who are called upon to take care of this kind of work for the people. The taxpayer will undoubtedly profit in many ways from the information he will secure through this broad educational work.

This is one of the 50 Signs—



—And this is the result:



We Have 50 Sign Boards Ready. Write Us.

The R.C. Maxwell Co. Trenton N.J.

Diary of a National Advertising Manager

How One Unrepresentative Publication Brought Pressure to Bear Through the Dealers—Before Leaving for Vacation President Reviews Hawkins' Work and Estimates His Value

By Roy B. Simpson.

Adv. Mgr., Roberts, Johnson & Rand Shoe Company, St. Louis

SIXTEENTH WEEK—CONCLUSION

AFTER the harrowing experiences of the past week I must conclude, finally, that my fellow-workers in the Crescent Stove and Range Company, from Mr. Adams, the president, down to Danny Clayton, the elevator boy, are all one-hundred per cent human, and they are healthy and loyal to boot.

But how about myself? I wonder if I stack up to the standard of this institution? When Mr. Adams hired me I asked him to watch my work for three months and take my measure again. I figured that it would take me at least three months to get started, and that my future with this company would depend largely on getting the right start.

Some advertisers promise to support the advertising manager before he starts, but later they do not. Many of my fellow advertising managers know that this is true. Therefore, I determined at the outset to impose upon myself the obligation of making good within three months. Mr. Adams accepted what he termed these "very unusual conditions."

Here is the sixteenth week of my incumbency, and I am waiting for the call into the front office to be lined up and polished. But I haven't spent much time guessing about this and won't cross the bridge until I get there.

This is a blue Monday. Everybody is carrying a grouch. This Monday a year ago our orders amounted to \$42,000, but to-day they are only \$17,000. Looks like we never will have any more winter weather. People won't buy

stoves while they are sitting on their front porches.

* * *

TUESDAY—To-day's mail reminds me of a visit from Will Callman, advertising manager of the *National Farm Banner*, some two weeks ago. Will showed me pictures of the new plant they have just completed in his home town of Boonville. He promised great things in the line of service from the *Banner*, and said he ought to have our business.

The *Banner* is a clean paper with a circulation of 60,000, most of it concentrated in three Southern States. The subscription price is one dollar a year. The only thing against it is the lack of co-operation with advertisers. I pointed out this fact and referred to the aggressive dealer work of several other farm papers, mentioning two that we had put on our list as a result of enthusiastic letters from our dealers commending them for the good work they are doing.

Callman was interested. He declared he would start a dealer campaign at once. My morning mail proved that he is trying to influence the Crescent Stove and Range Company through the dealer. The first four letters I opened contained a page from the *Banner*, and on the margin of each was written "I recommend this paper for advertising in this section." Each page was signed by a different merchant, all of them Crescent dealers.

The sameness of these missives made me look at the envelopes. All of them were postmarked "Boonville," and were addressed on the same typewriter. Evidently Mr. Callman picked these up on his way home and mailed them direct from his office. The fifth letter revealed the extent of his co-operative scheme. It read as follows:

PATTY & BERG, BLUE MOUND GENTLEMEN:

The Crescent Stove and Range Company is about to use a large list of farm papers for advertising their ranges. It will be to your advantage to have them use the *National Farm Banner*, which reaches every home in your State. It has more subscribers right in your community than all other papers combined. You can do yourself a favor by writ-

ing on the enclosed page "Recommend this paper for advertising your goods," or something like it, and mailing it to the Crescent Stove and Range Company. A stamped envelope is enclosed, therefore it won't cost you a cent. Please do this at once and oblige

NATIONAL FARM BANNER.

This kind of dealer "work" won't get any of our business.

* * *

WEDNESDAY—The board of directors met to-day to discuss the business outlook for the coming year. The chief topic was dealer co-operation, and I was invited into the meeting. We are all in accord on the proposition that this is one of the biggest success factors in advertising.

The merchant that pushes an advertised line in a half-hearted way should give up the line and get another that he can push. Too many dealers, particularly those in the smaller towns, reason that when they spend a dollar to advertise any line they are advertising "the manufacturers' goods." This is wrong. When we ship the goods to the merchant and he pays for them they are *his* goods. It is his duty to help us to help *him* sell them.

Before the meeting adjourned Mr. Adams announced that he would leave next Saturday for a two months' vacation in California. Then he remarked, "Hawkins, I'll see you in the morning."

* * *

THURSDAY—To-day my character was neatly manicured. Mr. Adams took out his knife and cut off the rough spots. There were more of them than I thought, but the operation will make me healthier, wealthier and wiser.

When the Big Chief's buzzer rang it didn't take me ten seconds to cross the building to his office. He removed his glasses, wiped them, and began to talk:

"Mr. Hawkins, you made me agree to review your work at the end of three months and point out your weaknesses. Your request was so very unusual that I did not forget it. For the last three weeks I have been thinking how best to approach the subject and just what to say.

"This little experiment has been a good thing for me because

it has made me a closer student of advertising. It is going to do you a lot of good because you have several weak links in your chain—I mean weak according to our views of this business, and I'm sure you haven't yet discovered them.

"I always take off my hat to any man who is studying himself and is willing to see himself as others see him. All of us make mistakes. The man who can go through a year in an active business like this without making a mistake is ready for a bigger and better life than he will ever get here on earth.

"The trouble with most of us is that we are so busy with our own affairs that we often neglect to remind our fellow-workers that they are going against the tide—when we find them headed in that direction. The one result of this is inefficiency.

"I believe we have an able lot of men at the head of our several departments. Sometimes a man will get tired and worn from the incessant demands upon his nervous energy and render hasty judgment on an important proposition. He should not be offended if his co-workers take issue with him and set him right.

"I am glad to say that there are more differences of opinion than errors of judgment in this institution. But these differences do a vast amount of good because they result in a more thorough appreciation of one another's work. We thresh out our differences in conference. Then we fully understand each other.

"Now, Ralph, here is the point I want to emphasize. *No man is any bigger than his thoughts.* If a man *thinks* big things he is more likely to *do* big things. I want to commend you for the good system and orderliness of your department. You have the right men to handle the details and you are devoting your energies to the larger problems of our business.

"Your predecessor wouldn't let a soul touch our catalogue. It was a nightmare to him. He put in nearly a month of his time on each catalogue and neglected other work equally as important. I note

that you spent about three days planning your catalogue and your boys finished it.

"Thinking is hard work. We could not afford to pay an advertising manager \$10,000 a year to write the ads and do the detail and routine work that can be done by men at twenty to forty a week. I am greatly pleased that your department is so well organized along this line.

"But, Hawkins, listen to me! You are too blamed thin-skinned for your own good. Let me explain what I mean. I have watched you like a hawk. Others have watched you. Every man in this company is being watched by someone else. If a weak link develops in somebody's chain we pull it out and put in a strong link. I get called down often in the directors' meetings for some fault that has developed while I wasn't looking.

"I say you are thin-skinned, and I'll prove it. Three times you have fancied that you were neglected. Twice you submitted plans to me and I glanced through them hurriedly because I was in a hurry to get away. I complimented you by telling you to 'go ahead.' You thought I was indifferent. It made you peevish and your face showed it. You were cross with everybody in your department for a whole day.

"It seems to be a common thing for advertising men to be oversensitive. I know several and they are all alike, but I want our advertising manager to have a hide like a rhinoceros and go the limit in pushing and butting without being anybody's goat.

"Another thing. You take your office home with you and put in a lot of extra hours when you should be enjoying your family. If you cannot do a day's work in our nine office hours get more help. Any advertising manager who thinks he is gaining anything by plotting and planning at night is fooling no one but himself. I don't appreciate it. Cut it out.

"Two of our directors have criticised you for submitting plans involving conditions to be met five years hence. They called you a dreamer. I'll support you on this.

because it is good dreaming. This business as it stands to-day is the realization of a dream I had years ago. Every wonderful invention—every great business enterprise—was once a dream. We are all keenly interested in this year's business, but let us dream big dreams and work hard to make them come true.

"Still another criticism, and a very helpful one. You are quite a pedestrian. Your favorite exercise is a long walk. This is purely physical exercise. Mentally it does not help you a particle. While you are walking you are thinking about this business. There's nothing like golf for diverting a man's mind from his business. When you begin to hammer that little white ball you forget you had a job. You started golf two months ago. Keep it up. When winter comes take up bowling.

"I am glad to note your interest in the mechanical side of our business. You have spent considerable time in our factories, but you haven't done more than learn the parts of our line. Jim Lane tells me you are an apt pupil. I want you to be as good a stove maker as you expect to become a stove advertiser.

"Now here is a surprise for you and I am through. I have the utmost confidence in you, because I tried you myself. The men with whom you have been associated for the last dozen years or more gave you a mighty good pedigree, both as to character and ability, but I wanted to tempt you a little. That offer of Nat Weil's to give you an automobile was a frame-up. You got sore, and justly so.

"Now, boy, this is all. I hope I haven't cut too deep. You are a good man for your job, and if you will make the little corrections I have noted there's no reason why you shouldn't remain with us as long as you wish. I will leave for the West next Saturday, but will see you again before I go."

* * *

FRIDAY—That talk with the Boss yesterday was like a tonic. Will start now by leaving my

work behind me when I go home. Then I'll put my hide through a tanning process and go in for more real play out-doors.

Jane has been keeping books on my shortcomings for five years. I feel humiliated that the Big Chief should be the one to reform me. Hereafter my wife's admonitions will not go unheeded

* * *

SATURDAY—Now is the time to close your pages, Little Diary. I have inflicted much punishment upon you, but it has not been wholly unmixed with pleasure. I will put you away for three years until all sores have healed, and then I will betray these confidences to my friends through the columns of PRINTERS' INK. Until then, good-bye.

(The End.)

Bomar Leaves Courier-Journal

H. V. Bomar, circulation manager of the *Courier-Journal* and *Times*, of Louisville, Ky., has resigned, effective January 1, to devote all of his time to the management of the Bomar-Summers Hardware Company, a retail concern of Louisville.

"Printers' Ink" Sharing in Pioneer Work in Paris

JACQUES W. ARRAINES.
43 Rue De Caumartin 43

PARIS, Dec. 1, 1913.

Editor of PRINTERS' INK:

I am pleased in enclosing \$3.00 for the renewal of my subscription, and am only too glad to remain an enthusiastic member of the PRINTERS' INK family.

Should I add that France is at last coming to a better understanding of advertising. After one year's heavy strain I succeeded in getting together about twenty-five men doing advertising on a professional basis, advertising managers, advertising consultants. The first meeting has been held and the idea adopted to form an association for the study of better advertising. Should I add more that PRINTERS' INK would be studied and play its interesting part in our debate. All that you could suggest on this subject would be welcomed and I should personally be honored if correspondence in the further development of our association can interest you.

Would you be so kind to send me the book of Paul Cherington's, "Advertising as a Business Force," and invoice, that I remit money by next mail.

J. W. ARRAINES.

H. M. Weinstock will have charge of the advertising and sales departments of the Cooper Underwear Company, Kenosha, Wis., beginning January 1.

CHICAGO IS THE PULSE OF AMERICA

☛ You can find out what reception your product may expect throughout the country by using Poster Advertising in this city.

☛ Its polygenous population is reached and its cyclopean girth is covered by the finest poster advertising plant in the world.

THE AMERICAN POSTING SERVICE

B. W. ROBBINS, President

757 West Jackson Boulevard

Chicago, Illinois

How Hershey Makes Its Window Trim of Value

THE manufacturer who gives the retail merchant an attractive window trim invariably gets big returns for his investment. The new window trim of the Hershey Milk Chocolate Company is getting preferred window space everywhere. This trim consists of a lithographed background about three by six feet of a picture of the home of Hershey Cocoa and Milk Chocolate. In the foreground a lithographed sheet representing meadows, streams and field is placed on the floor. Upon this farmhouses, barns, silo, etc., made out of cardboard are arranged to represent a prosperous farm scene. In the meadows are placed cut-out trees, cows, fences and various things incidental to farm life. The fences, cows, etc., are held in position by pins fastened into the window floor. The whole picture is true to life, highly colored and certainly carries home the message that the Hershey Milk Chocolates are made on a farm. Also it conveys the impression that the cows from which the Hershey milk is taken are nourished in beautiful green meadows, through which flow streams of clear, pure water.

This miniature farm scene is so carefully constructed that it gets the attention of every one passing the store. Dealers are furnished with complete instructions showing how to put the trim together properly. Without a diagram and detailed instructions this trim would be spoiled by the average dealer.

Can't Fix Watch Prices

The United States Circuit Court of Appeals in a decision filed recently has supported Charles A. Keene, a jeweler, of 180 Broadway, in the fight he has been making against the Waltham Watch Company, of Waltham, Mass. He, says the *New York Times*, has been selling one of the company's watches, known as the Riverside movement, size 16, for \$17.35, including the case, although according to an agreement which all dealers in the watch in this country had to sign, it was not to be sold at less than \$28.50 with the cost of the case added.

British Looking Toward American Market

THE ADVERTISING WORLD.

LONDON, ENG., Dec. 9, 1913.

Editor of PRINTERS' INK:

Owing to the reduction in the American tariff, European (especially British) manufacturers are evincing a keener interest in America as a market for their goods than at any previous time in the history of commerce. The British agents of American newspapers and advertising agencies are daily receiving requests for information from responsible advertisers, and there can be no doubt that in the near future a large number of important British advertisers will come into the American field.

At the International Advertising Exhibition to be held in London in the spring of 1914, every country in Europe will be represented by its foremost newspapers and agencies; and such far-distant countries as China, Japan, Australia and South Africa, etc., will also be in evidence.

In view of the possibilities offered by the American market under the new tariff we are assured that the American representation will be particularly strong. The London representatives of the foremost American newspapers—men in a position to judge—are enthusiastically supporting the movement. Special facilities will be afforded American agencies and publishers of meeting the leading advertisers of every country in Europe.

H. VAL FISHER,
Director.

Technical Publicity Association Discusses Graphic Arts

At the December 11 meeting of the Technical Publicity Association, Benjamin Nash, art director of Frank Seaman, Inc., took up the art end of the discussion. He didn't think much of the bulk of technical advertising being done, especially in the trade press. It was beyond him how any advertiser could spend the money for space and then be satisfied with a few lines of copy with a cut of the machine stuck in somewhere to sort of fill up space. He pleaded for illustrations that showed the machine in action; illustrations which would get attention and hold interest by showing a man the service the machine would render, rather than so much iron and wood.

J. A. Anderson, of the Electro-Light Engraving Company, talked on the different engraving processes, bringing out his points with a chart. F. A. Ringler, an electrotyper, compared the lead and wax processes of electrotyping. The talk of Oliver L. Bell, of the Robert L. Stillson Company, printers, will appear in an early issue of PRINTERS' INK.

The Weideman Company, of Cleveland, is advertising "The Commodore Brand" of condensed mince meat by simply showing a cut of the package. No copy is used except that which appears on the label of the package.

E. L. WENDERSAHL, President

C. T. HILL, JR., CHM'S. MGR.

DAVID L. ROCKWELL, VICE PRESIDENT

GUARANTEED CIRCULATION OVER 800,000 A MONTH

ADVERTISING DEPARTMENT
FRANK W. NYE, MANAGER**Today's**
Magazine for Women

461 FOURTH AVENUE, COR. 31st STREET

New York City, December 22nd., 1913.

Mr. Louis Bruoh, Chairman,
Advertising Audit Association,
c/o American Radiator Company,
Chicago, Ill.

Dear Sir:-

The Printers' Ink announcement of the proposed
merging of circulation auditing interests has just come
to our notice.

We are for it.

Please accept our thanks, our endorsement, and
our subscription.

The more advertisers will examine into the
character, quality, and circulation methods, as well as
the quantity of magazine circulation, the better it will
suit the publishers of TODAY'S MAGAZINE FOR WOMEN.

With the Season's Best Wishes,

Sincerely yours,

TODAY'S MAGAZINE,

Frank W. Nye

Advertising Manager.

Posters mean Strong copy

*Posters make the most of you m
basis for yor c*

ESTIMATES SUPPLIED PROMPTLY

POSTER ADVERTISING AS

OFFICIAL RESE

Associated Billposters Protective Co.....	147 4th Ave., New York City
A. M. Briggs Co.....	816 Hippodrome Bldg., Cleveland, O.
Ivan B. Nordhem Co.....	Bessemer Bldg., Pittsburgh, Pa.
The A. de Montluzin Advertising Co.....	Cincinnati, O.

Pos
Geo
Wa

WHEN a first-class copy idea has a space 9 ft. high and up to 21 ft. wide in which to make good, plus all the assistance of color printing and conspicuous location, you can depend upon it that its appeal to the public is *strong*.

For example:



This is one of three 24-sheet posters (9x21 ft.) used alternately in a 12-months' campaign in St. Louis and suburbs. The other designs presented other messages. In addition to the regular stands of these posters, an extra display was made for 39 weeks on special illuminated boards as well as other 3-sheet posters on theatre stands during the summer months.

*your money if they are used as a
your campaign.*

COMPLY WITHOUT OBLIGATION

**G ASSOCIATION, 1620 STEGER BLDG.
CHICAGO, ILL.**

REPRESENTATIVES:

City	Poster Selling Co.	1015 Fullerton Bldg., St. Louis, Mo.
d. O.	Geo. Enos Throop, Inc.	12th Floor Tribune Bldg., Chicago, Ill.
Fa.	Wall's National Poster Service, Inc.	
l. O.		101 Tremont St., Boston, Mass., & 5th Ave. Bldg., New York City

Three Editions Sold Out

The publishers of The North American Review announce that the December issue—the largest in ten years—was entirely sold out.

A second edition was sold out in three days.

A third edition is now practically exhausted.

This is a unique situation in the periodical field. It presages an interesting future for this publication under the new editorship of George Harvey.

Forms for Feb. close Jan. 10.

THE NORTH AMERICAN REVIEW

For worth while articles

B. R. T. Explains Its Troubles in Paid Space

Advertises City Demands as Requiring "Miracles" and Rests Its Case with the People—President Williams Tells "Printers' Ink" of Advantages Paid Space Has Over Press Agent

FEELING that it had been asked to do the impossible in making certain improvements without interfering with existing travel, the Brooklyn Rapid Transit Company has again laid its case before the people and the public service commissioners, through the means of large paid space in the Brooklyn papers.

It appears that the city has specified that the B. R. T. is to dig out its Sea Beach right of way to a width of sixty feet, to put in retaining walls, construct bridges at street intersections, build stations, take care of intersecting water pipes and sewers, re-locate the present tracks and add two more, all "without any disturbance or interference with existing travel." To do this the B. R. T. says requires a "miracle," and as "we are only corporate and human" it can't be done.

Following its custom of using large paid space for the purpose of influencing public sentiment in such predicaments the B. R. T. gathered together several instances of where the people had expected it to perform similar miracles and published them in the form of a half-page signed editorial under the caption, "The B. R. T. and Miracles."

The base of the ad rested on the "miracle" that the public expected the B. R. T. to perform in the matter of the Sea Beach line. The enormity of the undertaking was shown, the cost made public, and it was pointed out that the B. R. T. was paying the whole cost of this engineering feat, whereas other municipalities usually shared the expense.

But the complainant did not whine over the task confronting it. It simply said: "Frankly, South Brooklynites and public service commissioners, we cannot

do it. We do not know of anybody who can. We do not know of any similar human undertaking which has been carried out without some interruption to traffic or inconvenience to the people. We will do the best we can, but we cannot satisfy such impossible—even if complimentary—expectations."

Then followed other instances of "miracles" which the company had been asked to perform, and the ad concluded with a well-turned paragraph about the public considering it all right for individuals to construct buildings, tear up streets and make life miserable for their neighbors; or for the city to temporarily drive business from the thoroughfares and create all kinds of annoyances, but "such is the faith of these modern 'miracle' believers in the railroads of Brooklyn, that no matter whether hampered by the city's improvements or by the radical reconstruction and extension of their own facilities these railroads are expected to keep in undisturbed motion every wheel in their vast and complicated mechanism of transportation."

It is the general belief that the advertisement was the work of Colonel T. S. Williams, president of the B. R. T., who in his early career was a newspaper reporter and later prominent in newspaper work.

PRESIDENT WILLIAMS' VIEWS OF PAID SPACE AND PRESS AGENTS

Colonel Williams' opinions on corporation advertising are familiar to most New Yorkers who will remember the interesting campaign he conducted at the time of the awarding of the Broadway subway contract by the city. It was due in no small measure to this advertising that the B. R. T. was finally awarded the contract, and naturally the company has since pursued a straight course of getting the public on its side through advertising even in matters of seemingly little moment.

In an interview given **PRINTERS' INK**, Colonel Williams outlined his views on the use of paid space for influencing public opinion. He said:

"The public sometimes gets a wrong idea of corporations just as it does of individuals. Individuals may be right but not popular. In order to have a good reputation a corporation must not only be right generally and sincere in its purposes, but the public must believe it is right and sincere. Perhaps there is not the same objection on the ground of modesty to a corporation's advertising for good will as there is in the case of a similar effort by individuals, but as the representative of a corporation I would deplore advertising solely for the purpose of getting the good will of the public or of the newspapers. Unfortunately many public service corporations have past prejudices to overcome. Some of these have their origin in practices not praiseworthy; others in conditions for which the corporations are not responsible, but for which they are held responsible by an uninformed public.

"The essential thing, I think, is for a public service corporation to convince the public—not only by its utterances and its attitude but by its acts—that it is honestly and intelligently trying to conduct its business, and then not to hesitate fully to inform the public of all the facts and conditions which attach to honest and intelligent administration. If a corporation is imbued with high purposes and intelligent policies it has nothing to fear from taking the public into its confidence, and it can afford to hit out straight from the shoulder at all those influences—official or otherwise—which interfere with honest and intelligent administration."

The Colonel's idea of "hitting out straight from the shoulder" is well illustrated by the scrap-book of big advertisements which have been used from time to time in putting various issues before the people and city officials. Most of these ads have appeared in Brooklyn and New York papers.

As to press agents the Colonel entertains no delusions. He says that for some purposes they may have their uses, but he believes that paid space, free from the editorial blue-pencil and his to do

with as he wills, is best suited to the needs of the honest corporation. Of the press agent and his work the Colonel said:

"While all people like to get something for nothing I have always believed that the proper course for a corporation is (outside of the publication of matters of general news) to pay for the space occupied in the newspapers. I appreciate that press agents are fashionable in some cases, and that the reputations of individuals, as well as corporations, are sometimes made by that shrewd class of workers, but this reflection does not increase my respect for the newspapers, or for those who engage the services of press agents.

"Properly conducted the advertising columns of the newspapers can be used to great advantage by a corporation. Assuming that the corporation is right it can afford to be perfectly frank in its advertising utterances. No matter what views the newspaper may hold editorially on subjects relating to corporations, the advertising space at the disposal of a corporation can be utilized not only in defensive but offensive campaigns. The same situation prevails as to official or individual complaints and attacks. If a corporation is unjustly treated, either by the public or by public officials, I see no reason why it should not make the facts known, so that all intelligent people may form their independent judgments.

"We are all in one sense or another servants of the community in which we live. Each has his own part to play, and to the extent that that part involves common actors each must respect the role of others. In this great play, in which public officials, public service corporations and the public generally have their respective parts, the joint performance should be such that lookers-on may determine which players are responsible for failures. I am thoroughly convinced that frank talk straight from the shoulder is a good policy for corporations, as it is generally for individuals."

In no other city in America does one newspaper so completely outclass its contemporaries, in both quantity and quality of circulation, as does

The Times

in

Los Angeles

THE TIMES' confessed popularity, and the profitableness of its columns to its advertising patrons, are attested by the fact that it regularly prints a greater volume, and a greater variety of "Liner" (classified) and Display advertising than any other newspaper in the world. Reason: The high standing and quality of its clientele.

Record for the First 9 Months of 1913

Advertising	-	-	13,053,300 lines
Every-day average circulation			64,913 copies

FOREIGN REPRESENTATIVES:

Williams, Lawrence, Cresmer Company, New York and Chicago
R. F. Bidwell Company, San Francisco, California

Profitable Use of Mail Enclosures

Varied Nature of the Material That May Be Included—How the New York Bell Telephone Company Plans Its Enclosures—How Many Pieces Can Safely Be Inserted without Detracting from Message?

MUCH of interest to advertisers was brought out at the four Wednesday Round Table meetings held by the Buffalo Ad Club in November and December. The general topic was "The Stuff That Mail Is Made of." The second meeting of the series was devoted to the subject "Making the Postage Stamp Do Extra Duty," and the discussion was participated in by several well-known Buffalo advertisers. James Wallen, who conducted the four meetings, opened the discussion. He said in part:

"The people you address through the mail are pretty well classified, and, being classified, it is much easier to say what you want to convey to them. Bright, epigrammatic mail enclosures cannot possibly do any harm. The cost of production is low. The cost of distribution is taken care of by your regular mail.

"The purpose to which folders, cards and other inserts may be devoted are as varied as the explanations of the income tax. They may announce a special offering that your house is making. They may deal with some special product for a special purpose. They may give forth an announcement of a change in your organization. If the Government is figuring out that you have designs on the planet earth, the enclosure may be your defense.

"One enclosure to a letter is enough. People often say that the enclosure detracts from the text of the letter itself. I believe that this may be so, if there are too many, but one neat, compact capsule of selling microbes will aid your letter. It would be a calamity if the enclosure detracted from your letter, and a tragedy if it distracted from your monthly statement.

"Now, my experience with enclosures has been very gratifying. I have seen their power proved in this—that, while my letters have been filed away, never to be unfilled, the little enclosure I sent out with the letter was to be found on the man's desk or in his pocket. I have seen to it that they have been well-printed and the copy breezy."

George W. Billings, advertising manager for the Western Division of the New York Telephone Company, presented a digest of the ideas and methods utilized in connection with the mail solicitations of his department.

"Most of you are reasonably familiar with the fact that our statements are rendered monthly. In Buffalo we maintain what we know as an accounting center for the Western Division of our company, covering practically all of Western New York. Here are prepared in the neighborhood of eighty thousand statements each month. It has always seemed too good an opportunity for the distribution of advertising literature to be overlooked. We have attempted to systematize such usage.

"We also use enclosures with correspondence. In fact, our instructions to the local field forces provide that every letter mailed from the local office to a subscriber or a prospective subscriber should contain some piece of advertising literature.

JUDGMENT IN SELECTING MATTER

"Judgment is used in selecting this literature. Letters to business houses contain business circulars only, and in like manner letters to home folks contain homey literature. We go still further in our selection of advertising materials for correspondence, for instance, with a letter to a business subscriber, who has one telephone, where our records of his use of the telephone show that he should have more than one. In such cases we slip in a little circular calling attention to the advantages of adequate service. In letters to residence subscribers we sometimes use literature advocating extension telephones placed upstairs, or in some other convenient location. The

same plan is followed in using enclosures when receipted statements are mailed to any subscribers. In this line I can quote an instance where one attractive little circular, featuring advantages of individual line service, being mailed to a party-line subscriber, resulted in a valuable increase in business.

ENCLOSURES PLANNED IN ADVANCE

"While this plan has been followed with considerable success, the biggest thing in our habits of making double use of two-cent postage lies in the use, as I stated, of mailing with our monthly statements. We do not work in a haphazard way. Each year the advertising men from the different divisions of our company throughout the State get together early in the spring and set up a schedule of enclosures to be used for the succeeding twelve months. It will be easily understood what a valuable means this method gives us of making any general announcement to our customers, or, in other words, our subscribers.

"There is a point, however, in

the use of such a plan, as I have endeavored to outline, which I believe should not be overlooked. Without going into the question from any psychological point of view, it has always seemed very apparent to me that there is a possibility of overdoing in this idea. While, as a matter of course, every little circular that we use is intensely interesting to us, and, of course, should be welcomed joyfully and studied by every recipient until the point of the advertising argument reaches home, unfortunate as it may seem, this is not always done.

"It is a very easy matter to tire a man out with a continuous bombardment of advertising literature, no matter how valuable it may seem to you. We have had many arguments among ourselves in our little so-called advertising conferences on this point, and, while I am forced to admit that, in many of these arguments, I have been in the minority, I still firmly believe that my general thought on the question is right. It has been confirmed by some of

Promise and Performance

¶ The man who does business with the advertising agency which promises him the most never stays very long with any one agent. There is too much competition among the promisers.

¶ The Procter & Collier Company makes only promises it can fulfill. It guarantees to do its best for every client, to use its experience, skill and equipment to the utmost possible advantage in his behalf. It keeps this promise, and by so doing keeps its clients without any contracts to hold them.

¶ Anybody can beat us at promising. We specialize in performance.

The Procter & Collier Co.

New York

Cincinnati

Indianapolis

my very good friends here in the club and in other circles in Buffalo, who have been unkind enough to ask me why I insist on loading up every communication with literature of some sort, especially in connection with monthly statements, when a little reminder calling for coin of the realm is in itself a rather unpleasant sort of mail.

"So in this division we make a practice of giving our customers a little rest now and then for perhaps two months or three months, and it has always seemed to us that in so doing we insure their gratitude. From the amount of comment developed after the use of some attractive circular, after a vacation of two or three months, we believe we are justified in our opinion.

"There are one or two seasonable pieces of advertising literature that can be relied on, however, and your customers reach the frame of mind where they actually expect it, and feel abused if they don't get it. One instance in my own line of business is in our use on the first of March each year of what we know as 'Three Months at a Glance' calendars. We have used this type of enclosure for three years, so that our patrons have come to look for it. During the months of January and February, preceding the mailing of our March 1 statements, we receive many requests as to when our calendars are going to be ready.

"With our October statements, which we send out at a time when many people have just returned from their summer homes, we use an enclosure which calls attention to their many 'Unreachable Friends,' who have no telephones and cannot be called up for bridge and theatre parties and the one hundred and one things when they are most wanted. In this enclosure we advise that they send us the names of these 'Unreachable Friends,' that we may try to induce them to have a 'phone placed in their homes. This plan has worked out very successfully.

"Along in December we send out an enclosure, calling attention to the ease with which people may

purchase Christmas presents by telephone; and in January, when the weather is usually the worst, our enclosures advise them to stay within doors and thus avoid the possibility of catching a serious cold which may end in pneumonia."

At this meeting, John McF. Howie, manager of the Hotel Touraine, Buffalo, gave his impressions of mail enclosures from the standpoint of the recipient.

One of the pertinent things which Mr. Howie stated was in regard to the physical makeup of enclosures. He noted that the impressive enclosure must possess advantages along the line of good workmanship, as to paper, typography and color. It must have beauty, but above all things, must be easily read. "Poor eyesight is the rule, not the exception, these days, and I wish to impress the importance of considering the things which make for legibility," said Mr. Howie.

The discussion which followed demonstrated that advertisers are "Making the Postage Stamp Do Extra Duty," only when the text of the enclosure has a distinct purpose. The successful mail enclosure has character, definite intent and physical attractiveness. Miscellaneous junk is no longer dumped into the mail by good advertisers. As Mr. Billings showed, mail enclosures are included in the studied publicity plan and have a distinct mission to perform, otherwise they are detrimental and expensive.

Railroads Dissolve Joint Advertising Work

The joint advertising bureau maintained by the New Haven, Boston & Maine and Maine Central railroads at South Station, Boston, will be discontinued after January 1. Each railroad will have its own advertising department hereafter. W. P. Read, formerly chief time table clerk of the New Haven, who has been in charge of the bureau, will be advertising agent of the New Haven only and the department will be moved to the general office building at New Haven. It is understood that Robert H. Newcomb will have charge of publicity matters for the Boston & Maine and that the Maine Central's advertising will be handled by the general passenger department at Portland.

Advertising Policy of New Haven R. R.

Facts Testified to by C. W. Barron
Before Massachusetts Public
Service Commission—Origin of
Mr. Mellen's Campaign—Con-
tracts Not Given to Get News-
paper "Influence"

From a Boston dispatch in the *Wall
Street Journal*, December 22.

AT hearing late Friday after-
noon before Massachusetts
Public Service Commission, con-
cerning miscellaneous expendi-
tures of New Haven covering
seven months preceding July last,
C. W. Barron, of the Boston
News Bureau, was the last wit-
ness and occupied over an hour in
answering questions of counsel
and the commission.

He testified that he resided at
Cohasset, where he was a farmer
producing certified milk, but in his
city occupation, in association
with others, he publishes news

bulletins, financial news tickers,
financial newspapers, and con-
ducts advertising agencies in Phil-
adelphia, New York and Boston,
all connected by private wire;
that his agencies had placed ad-
vertising with the newspapers for
accounts of the New Haven Rail-
road for several years.

Mr. Barron testified that he was
not in employ in any way of the
New Haven road, and neither he
nor his associates nor his con-
cerns had ever received any com-
pensations from the New Haven
or held any contract with the road
or any other advertiser.

In placing advertising he was
agent of the newspaper and re-
ceived his compensation there-
from. The advertiser paid the
same price to the agent that he
would be charged directly from
the newspaper office.

The origin of Mr. Mellen's
campaign of advertising was per-
haps best set forth in a letter to
General Solicitor Rich of the
Boston & Maine, January 20, 1913,
in which Mr. Barron said:

\$100,000.00 CASH in 6 Days
from a \$100,000.00 Stock!

**That's what one merchant did with 30-24 sheets
in Oakland, Alameda and Berkeley, California.**

**Outdoor advertising brings quick response from
the Outdoor people of this Outdoor country.**

**Mr. and Mrs. Buying Public live Outdoors in
Oakland, Alameda and Berkeley.**

**Our Promotion Department has some valuable
information about the marketing of your products
in this territory.**

WRITE. IT'S FREE FOR THE ASKING.

Thos. H. B. Varney.

OAKLAND

ALAMEDA

BERKELEY

"My policy was in brief to have Mr. Mellen speak his own policies, thoughts, phrases and words directly to the people through the medium of the press, calling for their co-operation in the upbuilding of business for New England and the New England System, showing his part in this upbuilding, not in personal defense or personal upbuilding, but in the upbuilding of a unified New England railroad system for Boston and all New England.

"In pursuance of this policy I have assisted in placing Mr. Mellen's advertisements and letters before the people of New England and of New York without any appeal to the editors, reporters or publishers, and without bringing any influence to bear upon the freedom of the press by reason of anything going through the counting rooms. I have asked for no newspaper editorial or notice nor have I invited any cessation of attacks.

"Whenever any publishers have called me and solicited advertising I have said: 'What is your circulation?' and when they have responded, 'Circulation doesn't count. New Haven wants friends and advertising is the way to get them and we are entitled to that advertising.' I have responded as follows: 'The New Haven Railroad is not through me buying any newspaper friendship, or paying any indebtedness to any newspaper or newspaper publisher. I am placing advertising that speaks to the people. If you reach the people show me your circulation and the character of the people you reach. Otherwise there is no obligation so far as I am concerned, or so far as I know concerning the New Haven Railroad or the New England Lines.'"

Mr. Barron explained to the commissioners that while the New Haven, Boston & Maine, and Maine Central, separately, could not afford to educate the country to "Sail from Boston" or visit New England as a summer resort, the united New England lines, or a united system, could afford to invite ninety million peo-

ple into New England either to sail from Boston or spend their summer at her mountain and summer resorts, by the finest seacoast in the country.

Commissioner Anderson commended the "Sail from Boston" advertising and the Cape Cod advertising, and Mr. Barron said while the "Sail from Boston" advertising was prepared in his Boston office, the "Cape Cod" advertising was prepared in the New York office of Doremus & Co., and filled up Cape Cod and Nantucket until there were no more hotels or boarding houses for the people, and the advertising had to be curtailed.

About two hundred papers were used in the New Haven advertising.

The policy of corporation publicity was set forth in a letter of Mr. Barron to Mr. Mellen of March 5, 1913, in which Mr. Barron said:

"Advertising at random and giving advertising under pressure, or sporadically, as may be persistently demanded, is very bad policy. It encourages persistency and application and causes a bad impression, not only upon the man who receives the advertising—he knows he is getting it because of his persistency—but upon the publisher and all the staff upon higher class papers in the same field, who know the reason the moment such an advertisement appears why that publication gets it and they do not. Every advertisement from a public service corporation is very carefully scanned by publishers, news men and editors the moment it appears.

"It is highly important that the impression be given that the advertiser handling the funds of the public service corporation knows his business and that the management of the corporation is straight and square, for the newspaper men will judge the management right in the field where they themselves are experts.

"I think Mr. Riggs agrees with me that the policy in his handling news respecting the railroad is that he is there with his staff to

give full information to the newspapers so far as they want it, and the impression should never go forth anywhere that he is there to get something into the newspapers in the interests of the corporation. He is a well-liked, well-known, broad, experienced newspaper man, and can in time, I believe, make all the newspapers feel that when they want information about the New Haven Railroad, they can come to Mr. Riggs and he will get it for them at any cost.

"In time they will come to understand that Mr. Riggs is there to assist the newspapers in their efforts to get news concerning the road for the public in the public interest.

"The giving of advertising in conjunction with the giving out of news raises very grave suspicions with the larger papers. Both the counting-rooms and the editorial-rooms become impregnated with the idea that each must be on the defensive against the corporation. The counting-

This Desk Clock FREE

Reduced
Size

With Order—

Clock stands 4 inches high, $3\frac{1}{4}$ inches wide. A beauty. Excellent Paper-weight. Just the thing for your desk. Carefully made as a Watch, runs like a Watch, Accurate Timekeeper, Celluloid Dial, Bevel Crystal. Beautifully finished in heavy nickel or brush brass.



Advertising Offer

To advertise our product we give you this handsome imported Desk Clock free with an initial order for one box (100 sheets, legal or letterhead size) Zacher Carbon Paper at \$1.50, and two Zacher Typewriter Ribbons at 75 cents each, order amounting to but \$3.00. Firms of international reputation use Zacher Products. Our quality is UNSURPASSED.

Simply pin check or \$3 to Coupon below, fill it in and mail. You will be highly pleased. We guarantee satisfaction or money back. Orders filled same day received. Send at once and be sure of a Clock.

CUT HERE

ZACHER BROS., White Bldg., Buffalo, N. Y.

Carbon Paper—Color _____ Size _____

Ribbons—Color _____ For what
Typewriter? _____

Premium—Brass or Nickel Clock _____

Name _____

Address _____

room says to the news man, 'Leave the corporation items to us and we will measure their value by advertising,' and the news men say, 'We are independent journalists beyond the reach of mercenary ends. All this news is a matter of advertising and we won't touch it on a news basis.'

On the other hand, if the two things are separated and it is made perfectly clear that advertising is on an advertising basis and news is strictly on a news basis with no favors asked of the newspapers, but everything tendered them and solely in their interests, there can never be any confusion and the corporation can expand or contract its advertising as it pleases.

In general it may be said that the very existence of a newspaper, especially in these times, depends upon independence of corporation influence and the proprietary interests of the influential papers are, of course, insistent on this, and they are more than loyally supported by the agitating news writers. Indeed, the reporters and editors are more insistent than the proprietors that they, as writers on the newspapers with which they are connected, shall maintain their absolute independence and nobody shall be ahead of them in defending the people against any aggression from the corporation.

"Winning the people, the battle is won, and safe and sound service will hold the field against all agitators."

Retailers Endorse "Clean-up" Plans

At a meeting of the Philadelphia Retail Shoe Dealers' Association, held on December 9, the movement against fake advertising in the newspapers was endorsed. A. H. Geuting, who made the motion, declared that display advertisements offering goods at impossible reductions have done much to injure the legitimate retail merchants of Philadelphia. The association also considered the pure-shoe bill which is shortly to come before Congress. Edward T. Twaddell, secretary of the National Association of Retail Shoe Dealers, stated that if this bill is passed it will mean great ruin to the retail dealers in this country who have their shelves stocked with what the bill calls "adulterated shoes."

"Printers' Ink" Law Explained to Women

Robert Francis Nattan in a recent address before the Fortnightly Club of Rutherford, N. J., touched on price-maintenance and honesty in advertising. Mr. Nattan is the author of "Organization, Price-Maintenance and the Retailer" and the Fortnightly Club has several women in its membership. In relation to honest advertising Mr. Nattan mentioned PRINTERS' INK's advertising law, and after naming 15 States in which honest advertising laws were now extant, stated that six of these States have accepted the text prepared by PRINTERS' INK. The text was read to the audience, and the reason why the word "knowingly" should not be included in the text was explained.

"When we find a man counterfeiting money," said Mr. Nattan, "we do not first try to find out whether he knowingly or intentionally committed such an offense. Why then when an advertiser clearly makes a statement should we waste time investigating and analyzing his intention, when the statement itself clearly conveys a certain idea to the average mind? If a man says he is selling \$50 watches of a certain make for \$20 and his description of the watch proves to be most grossly exaggerated and misrepresented why should he not be held responsible for his statements?"

Rights to "Ideal" on Certain Brushes Defined

In a full-page advertisement in the *Dry Goods Economist* Henry L. Hughes, manufacturer of the "Ideal" rubber-cushion hair brush, has this to say in regard to a recent decision in which he figures:

"The U. S. Circuit Court of Appeals, in a sweeping decision just handed down, has affirmed the findings of the U. S. District Court, that the trademark, 'Ideal' on rubber-cushion brushes is the exclusive property of Henry L. Hughes and a permanent injunction has been issued against all from infringing upon our trade-mark rights.

"An accounting for all damages sustained by us has also been decreed."

Rainy Days and the Real Salesman

A rainy day is a great loafing pretext on the part of salesmen—they say that depressed weather conditions influence men's minds, but a rainy day has an advantage to offset this. It's a good time to find people in, and on the law of average a man can sell something—enough to pay him for making the effort.

If you'll watch one of the older and successful salesmen and his actions on the road you will learn that he is successful for the same reason anyone else in any other vocation is successful—he puts in his time by working.—*The Shield*.

Planning the Next Day's Work

Moralizings of "The Old Campaigner" in *The Institute Wire* of the Alexander Hamilton Institute

IT isn't hard work that makes you tired—that "pulls your cork." It's unproductive work.

I am now going to depart from the set habit of George Ade and other great moralists and state the moral of this tale right plumb at the start instead of at the end. Here goes:

Moral: Make thy hard work productive and thou wilt retain thy "pep" to the end of thy days.

One of the fellows wrote in the other day:

"I landed my first one at 8:30 a.m.—first crack out of the box—and I was off with a whoop for the rest of the day. About 9:30 p.m. I ended up with my fifth, planned my work for the next day, and sallied forth upon my evening's stroll as fresh as a daisy."

• Did you get that "planned my work for the next day"? It's a cinch that he enjoyed that stroll, for he took it with no sense of unfinished business—of straggling loose ends—hanging over him.

And he has pointed out to us the way to make our work productive. Unproductive work is foot-work. Productive work is foot-work plus head-work—with a preponderance of the latter.

The head-work of planning your next day's work cannot be done in the field. It should be done right after you have concluded your day's work in the field, for then you are warmed up to the game, and your experiences of the day are fresh in your mind. If you allow the planning of your next day's work to hang over, you do not enjoy your evening's recreation, because you cannot throw off the feeling that there is unfinished business to be attended to before you can get to bed. And when you do get at it, at eleven o'clock at night, you're cold

toward your proposition and your energy is at a low ebb. In other words, when you have allowed your mind to slip out of the selling groove, it takes energy to pry it back on the track—and you do not have that energy at bed-time.

Maybe it would be all right at that, if you actually sat down at eleven p.m. and planned. But you don't. "Oh, ho," you yawn, "too late to fiddle with that stuff to-night. I'll get up an hour earlier in the morning and get at it." But you don't.

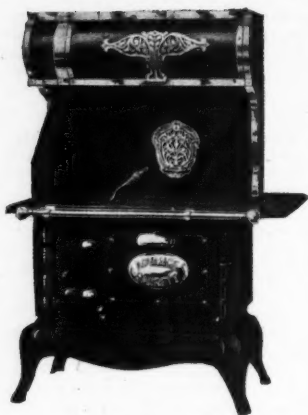
Right then you start another unproductive day. You get up the next morning at the usual time, eat your breakfast with a nervous sense of hurry and something extra to do, that prevents your digesting properly, hurriedly pick out your first three or four prospects, trusting to luck and your shuffling over of your prospect-deck between visits to point out your subsequent ones and hustle out—just half-prepared.

WHAT A BAD START DOES IN SOME CASES

The sense of inadequacy remains with you all day. Your first man is out. Your second man can't see you. And before ten o'clock you have exhausted the prospects that you had in mind. Then you start to shuffle over the deck. "There would be a good one," you say, "if I had only planned that special talk that I was going to give him, and had picked out the letters that I was going to use on him—if I had only picked out the special equipment necessary for him." Then you go down the line shooting at the "second best," because you are not prepared to go after the good ones without spoiling them.

You pull up about four or four-thirty, without an enrollment—thoroughly disorganized—routed—beaten—and you crawl home dog-tired and thoroughly dejected.

All for the want of a single hour's preparation you have wasted your good energy, taken the joy out of your work, the edge off your play, and have acquired the "worry" habit; in short, you're not happy. You've shirked!



A cut-out needle case just finished for the Atlanta Stove Works

Advertising Novelties That Are BIG Sellers

AN ABSOLUTELY NEW LINE of small ADVERTISING NOVELTIES that can be carried in the pockets, made under our patents and copyrights—has never been shown before and appeals to largest and best buyers. Sold through city and traveling salesmen on liberal commission basis. One article alone threatens to be

Largest Selling Advertising Novelty Ever Offered

Also have fine-selling, made-to-order specialty, REPRODUCING PRODUCT or trade mark of manufacturers and wholesalers—smallest order now accepted \$320.00—one order started at \$200.00 now up to \$7000.00 on re-orders.

Samples only to men of character and ability.

Leading specialists can make large sales. MANUFACTURERS and LARGE ADVERTISING BUYERS should write us.

Salesmen should state whether interested in stock line or made to order line, giving full particulars and experience in first letter.

Spotswood Specialty Co.
Lexington, Kentucky

Government Investigates the Wants of Women on Country's Farms

One Great Need Disclosed Is for Labor-Saving Devices at Moderate Prices—How Agricultural Department Carried on Its Inquiry—Adaptation of Goods to Farm Uses

Special Washington Correspondence

THE farm women of America want labor-saving devices and equipment for practical sanitation in the rural home, but they demand that these be not only moderate in price, but so constructed or arranged that they can be installed and maintained by the man of the house.

It is all very well, says the farm woman, for her city sister, who can summon a plumber, a gas-fitter, a carpenter or an electrician at a moment's notice, to demand of a new convenience only that it contribute to her comfort or lighten her work by saving time or saving steps.

The case is very different in the country.

The rural housewife is just as keen as any of her sex for mechanical or other aids that will share her household burdens, but hard and fast conditions of life compel her to insist upon the trinity—"simplicity, durability, efficiency." She cannot walk around the corner and summon an artisan to set up a new machine or make minor repairs to an old one. Even if she could get such help, the time consumed by the workman in going and coming would render the service prohibitive to the average farm purse.

In the case of the farm woman there is nothing for it but to have each successive addition to the household equipment installed by the handy man around the house in the person of husband, father or brother. And, furthermore, this same individual must be depended upon for any adjustments, replacements or repairs which the woman cannot make unaided.

While the progressive farm mis-

tress is in a receptive frame of mind toward all advertised goods that promise help in home management it is only fair to point out that she has not yet progressed as far as her urban cousin in her ideals and expectations. The farm woman, even the farm woman in comfortable circumstances, is today thinking in terms of washing machines, dish-washing machines, running water in kitchen and bathroom, fireless cookers, etc., etc., rather than sharing the attitude of the city dweller who accepts such conveniences as a matter of course and reaches after newer novelties that are yet regarded as luxuries by the majority of country folks.

These are some of the conclusions to be drawn from an investigation just conducted by the U. S. Department of Agriculture. To manufacturers and advertisers this canvass of the needs and wants of the rural feminine community may prove interesting from two standpoints—interesting in the method followed in feeling the pulse of this portion of the consuming public, and interesting in the disclosures made as to the force and trend of consumer demand.

SECRETARY HOUSTON'S INVESTIGATION

In order to take stock of the needs of the farm women, Secretary of Agriculture Houston in the autumn of 1913, sent out a letter of inquiry to 55,000 country women in all parts of the United States. It was very desirable that expressions be obtained from representative well-informed women, and, as the best way of insuring this, the secretary caused his letter to be sent to the wives of the regular volunteer crop reporters of the department.

This meant that the letters went to a picked list of farm homes—averaging, say, twenty to each county in the country—for the farmer who is sufficiently well-informed and sufficiently interested in his work to report regularly to the National Government as to crop conditions in his vicinity may be set down as repre-

New York TRIBUNE

PUBLICITY

6 Large Illuminated Signs in the business centers of New York.

80 Large Painted Boards on lines of surface travel in New York and Brooklyn.

50 Large Painted Boards along the railroad lines entering the city.

Posters in every subway and elevated station of Greater New York.

Cards in "tube" trains and on the ferryboats.

The above statements only partially outline the greatest campaign of publicity by any New York paper in recent years.

THE NEW YORK TRIBUNE is a live paper for live readers.

And advertisers, who are alive to their own interests, should examine the New NEW YORK TRIBUNE and realize that Tribune readers represent 100% of purchasing power for all products used by intelligent and well-to-do people.

sentative. Only a limited time was allowed for response to the letter, and within that time limit replies were received from about ten per cent of the number addressed. It may be added, however, that only in a minority of cases did the letters chronicle merely individual opinions. The secretary in his letter had urged that each woman addressed should discuss the needs of the farm woman with her neighbors or in church societies or women's organizations, and there is evidence that many of the replies which have been received at Washington represent the combined opinions of the women of an entire community.

Secretary Houston, in addressing the women on the farms, asked no questions but left every woman free to discuss any need which occurred to her. It may interest advertisers, in this connection, to know that numbers of replies were received from women who called attention to the supposed oversight in not enclosing a blank to be filled out. "It shows," remarked a department official, "to what an extent our public is becoming addicted to the coupon habit and 'blankitis,' as we call it."

All the letters that have been received in response to this form letter and a considerable accumulation of voluntary correspondence on the same general topic have been turned over for analysis to the newly established office of information of the Department of Agriculture. Because it is desired to have a one-man analysis of the evidence in hand it will be two or three months ere a tabulated statement of the findings will be made public. Immediately thereafter the department will take up the problems pointed out and will assign each specific need reported to the specialist best qualified to conduct a more intimate investigation and to carry on experiments looking to a solution. When this stage is reached there should be opportunities opened to manufacturers who are in a position to manufacture the class of devices asked for by the farm

women or who can adapt to the rural home market models already in service in other fields.

FARM WOMEN'S MANY WANTS

The diversity of the demands made by the farm women may be appreciated when it is stated that the 6,000 letters received have been divided into 126 classes and each of these classes has been subdivided into lines of inquiry, a single class containing in some instances as many as thirty different lines of inquiry. Many of the complaints made by the women on the farms have significance for manufacturers only in an indirect way—for instance, in the possibilities suggested to manufacturers of home entertainers by the numerous complaints as to the dullness of farm life and the lack of amusements in the evenings, and in the hints of the boon that is conferred by every alternative for the domestic help which it is reported to be utterly impossible to secure in many sections of the country.

Other letters make direct plea for the very manufactured products which are in general use in city homes, but ask that these be adapted to farm homes, and more especially, as pointed out in the beginning of this article, that they be so constructed and sent out with such complete instructions that they can be installed by the farmer, using only the ordinary tools such as he may be expected to have at hand. If there is one need which has been cited more numerous than any other in this census by correspondence it is that of running water in the farm home. Bound up in the broad appeal are specific applications for such conveniences as sanitary plumbing, hot-water heaters, water motors, washing machines, etc.

To the far-sighted manufacturer in certain lines one of the most significant features of this digest of the trend of rural ambition will be found in the large percentage of farm women who are seeking means of increasing the prized personal income which they receive from poultry, butter-making and such portions of the gar-

den as is under their care. The country woman, like so many of her city sisters, wants her own money. She is willing to work for it, but obviously she wants an income that will be independent from the family revenue.

Some of the women who have written to the Secretary of Agriculture simply seek better means of marketing the preserves, cakes and fancy-work which they now produce, but a great number ask for suggestions as to new handicrafts or gainful occupations which may be carried on in the home, and there would appear to be liberal opportunities for manufacturers who can bring to this market apparatus and supplies which will enable the homemaker to produce any commodity that will find either local or general sale. One certain sequel of the inquiry which has been started is that Congress is to be asked for appropriations that will enable the Agricultural Department to make more complete studies of domestic conditions on the farm and to experiment with labor-saving devices and household power machinery.

Dealer Features Advertised Brands for Children

Three well-known advertised brands of children's shoes, Buster Brown, Educator and Minnehaha Acrobat, and the Buster Brown hose for children were featured in large space recently by Berberich's Shoe House, of Washington, D. C. The headline offered "Free—A pair of Buster Brown hose for children with every sale of any of the three mentioned brands of children's shoes." In the right-hand upper corner was printed a coupon which entitled the holder to one pair of the stockings if presented at the time of the purchase.

The ad was illustrated with a drawing of a group of happy children on their way to school. The entire bottom half of the space was devoted to a detailed description of the advertised brands.

"Bread Line" as Copy Motif

The copy writer for Cottolene takes advantage of the publicity given to the "Bread Line" and uses it to attract attention to this product. The phrase "The Bread Line" stands out in a reverse cut, followed by the statement that the bread line leads to a long path of jubilant health when bread and other foods are made with Cottolene.

Armour Knows How to Adapt

SOME advertising men have a quick eye for copy material. They seem to be able to get a vast amount of good material out of daily newspapers and advertising journals.

Armour & Co. recently took one of Henry M. Hyde's articles from a Chicago daily and transformed it into interesting copy for Glendale Butterine. The article that proved so valuable to Armour & Co. was a story of a woman who taught household economy. The article told how mothers were shown how to clothe their children and prepare their meals at cost. It also listed good menus for all housewives covering a period of seven days. In these menus butterine was mentioned twelve times. The entire article was reproduced exact size, set in three columns, and a circle was drawn around the word "butterine" each time it was mentioned. Lines were drawn from these circles to the name Armour's Glendale Butterine in a short talk about this product at the end of the article. The headline "Good Menus for Mothers" was followed by the page headline of the Chicago daily and the entire article which gave the advertisement a distinctive news value.

How Baking Company Features Bargains

The Sanitary Food Manufacturing Company, of St. Paul, Minn., is securing a wider distribution for its products by advertising a "Sanitary Seal Special" for each Saturday, on sale at all grocery and department stores. Small copy is used on Thursday asking the people to watch for the big announcement of a biscuit or wafer special in the Friday evening and Saturday morning papers. The big ad contains an appetizing description of the special at an introductory price. This advance advertising is done so that housekeepers will get into the habit of asking their grocers to reserve the special for them.

In the upper left hand corner of each ad stands "The Sanitary Baker Boy" who has become a well-known character to the readers of this advertising. He is dressed in white and holds an inviting package.

How a Silk Company Gets Distribution

The Heminway & Son's Silk Company, of Watertown, Conn., is securing distribution through educational copy and a free-offer plan. The first headline, "The First Package Is Free," gets the attention and induces the women to read the solid type advertisement which describes in detail the Silk-Craft Embroidery Outfit. The appeal is made to every woman interested in needlework. The free package is not a sample but a regular-size outfit containing a transfer pattern of some fancy article to be worked, six skeins of Textol Rope Silks, full directions for working, and the proper needle to use, making what is said to be a total value of forty-six cents which is given to the woman who fills out and mails the coupon published in the ad.

Banker on How to Meet Mail-Order Competition

Nels Darling, banker of Oklahoma, who was the speaker at the recent meeting of the Kansas City Ad Club, recommended advertising as a tonic for the small town merchant in competing with great mail-order houses. Mr. Darling asserted that intelligent advertising would quickly convince the patrons of the country-store keeper that there was nothing to be gained by trading with distant concerns. He further stated that it was the duty of jobbers and manufacturers to educate the country merchant in advertising methods, not only in the lines in which the former are interested, but in all the stocks carried by the small dealer.

Personal Note in "Fast-Train" Copy

The Chicago & Alton, advertising its Hummer between Kansas City and Chicago, has injected a personal element into its copy. Besides referring to its three-fold safety factor and fast time, the company introduced the conductor in charge of the Hummer. A cut of the individual in charge of the fast train was run, with the statement that he had been in the Alton service for twenty-seven years. "Just another instance of the personal factor in the efficiency which has made travel by the Chicago & Alton the Only Way," ran the ad. "The Only Way," the company's slogan, is now used in all of the company's publicity work.

Georgia Concern Adopts Books Instead of Samples

Another instance of the tendency to discard actual samples for photographs and printed descriptions comes to light in Atlanta, Ga. The A. M. Robinson Company will now show merchants its line of novelties by means of a hundred-page sample book; the expense and worry of carrying hundreds of actual samples of notions, etc., will be eliminated.

A Department Store for Mechanical Goods

The Canadian Fairbanks-Morse Company, Ltd., with branches throughout Canada, is advertising to Canadian readers of technical papers that "The Departmental House for Mechanical Goods Has Arrived."

The idea is expanded in the copy as follows: "What the department store is to the general public our 'Mechanical Goods Departmental House' is to the engineering and contracting field. The public takes the efficient and time-saving merchandising methods of the department store as a matter of course. In the mechanical world we offer the same convenient service. . . . Our business is divided into a number of departments in order that it may be handled most expeditiously to the best interests of our customers."

Various departments are then listed, under different headings, together with the devices carried in stock in each.

Railway Advertises Bridge For Sale

A steel bridge, formerly in use by the Canadian Pacific Railway over the St. Lawrence River at Lachine, P. Q., was recently replaced by a double-track structure. The old bridge was offered for sale in a page advertisement which appeared in *The Canadian Engineer* and made use of a picture showing the bridge as standing. Part of the copy ran as follows: "An excellent opportunity is offered to bridge constructors, contractors, etc., for obtaining a substantial, well-built bridge ready for delivery at a moderate price." Description of the four spans for sale followed.

Increasing Results from Advertising

Last October, says *The Little Blue Flag*, the Lowe Brothers Company house-organ, more inquiries came in as the result of our magazine advertising than any other month in the history of the business. The total inquiries received during the year will run about 15 per cent higher than for 1912 in spite of the four weeks in the heart of the season when many people did not write us believing that the factory had been destroyed by the flood.

The advertising campaign for 1914 will be larger and better than ever.

How Restaurant Seeks New Business

The Mills Restaurant in Columbus, O., is using half pages in the newspapers to advertise a special breakfast service. It is claimed to be an innovation in restaurants, introducing a home breakfast, real breakfast dishes in home style. An appeal is made to traveling salesmen and others who must take early trains and have early breakfasts. The copy is illustrated with a landscape scene of Holland, a Dutch windmill and a Dutch boy holding out a tempting, steaming baked apple.

This Great Advertising Library

NOW SENT FREE FOR EXAMINATION

A Complete Advertising Education

The most complete work on advertising ever produced—the boiled down experience of 62 men who have made *America's advertising history*. This set of books is a complete course—a *training*—which puts you in a position to hold down a big advertising job. Read our amazing offer—then act—you must act *quickly*.



Six Big Volumes—Superbly Bound

A thorough course in fundamental principles

Not merely a set of books—a complete course in the underlying principles of advertising. A course which takes you *behind* the scenes—shows you how others have achieved big success. And you now have the opportunity of getting this great library—the entire six volumes—in your own home or office for a full week's **FREE EXAMINATION** without a penny's cost to you.

These books are substantially bound in half calf, gold stamped, and contain 2100 pages, 7 x 10 inches; over 800 illustrations, color plates, reproductions of successful advertisements, etc.

Written by the leading advertising men of the country

No expense has been spared to make this library *a complete study of the science of advertising*. The biggest men in the business were retained as writers. The list of contributors is proof positive of the unique value of these books both to the student of advertising and to the practical advertising man. Men like Joseph H. Appel, Director of Publicity; John Wanamaker; James J. Stokes, Adviser for Marshall Field & Co.; John Lee Mahin, Pres. Mahin Advg. Co., and A. C. G. Hammesfahr, Adv. Mgr. Collier's Weekly, have made it a work of supreme importance to novice and expert alike.

In these books you have the key to the highest positions in the advertising business. Here you will find advertising schemes and ideas that have made men wealthy. The strategy of advertising is set forth—the flank movements that have made small businesses big in a few months. Here are the tried and tested methods of writing copy, of selecting media—of planning advertising and selling campaigns—of building big business. Instead of wasting your life in years of drudgery spent in digging facts and principles out of the confusing rush of business, get these books *now*. Spend a few minutes each evening in the quiet of your own home reading the *inside facts*—studying successful methods—culling money-making ideas—learning the technique of advertising. The important thing is to

Act quickly—mail coupon NOW

Clip the coupon before you turn this page. Sign it. Mail it. You take absolutely no risk. Get these books right into your own home or office. Examine them first hand. Read them. Test them out in every way. Then if you aren't absolutely convinced that they represent the greatest opportunity in books you ever saw—if you aren't satisfied that they are a *startling bargain* at the specially reduced price tell us so; we will take them back. We will pay the express both ways. But we *know* you will keep them. Get the coupon into the mails *immediately* and you will get your set. A day's delay may mean you lose out. There are only a few sets left. *Mail the coupon right away.*

FREE EXAMINATION COUPON

American Technical Society, Chicago, U. S. A.

Please send set Library of Advertising for 7 days' free examination. I will send \$2.00 within 7 days and \$2.00 a month until I have paid \$19.75, or notify you and hold the books subject to your order. Title not to pass until fully paid. P. Ink 12-25-13.

Name

Address

Occupation

As I have had no previous dealings with you, I refer you to

American Technical Society
Chicago, U. S. A.

Advertisers Who Have Climbed Out of the Rut

How Various Houses Have Cast Off Old Ideals and Gone After Bigger and Better Business—An Interesting Contrast of Old and New Ways in the Technical Field

By R. Bigelow Lockwood

ADVERTISING in the different way may mean breaking loose from the fetters of old ideas, or it may mean launching a brand new ship upon the advertising sea, rigged with sails of plan, layout and copy which distinguish it instantly from other craft afloat.

Many an advertiser who has always been "sot in his ways" has awakened to a realization of the fact that although his sudden change of style may perhaps have caused grandpa to turn in his grave, it has nevertheless been the means of bringing in the business—which after all is the most important thing.

In the technical field, especially, advertising is more than often a case of follow the leader; only in too many instances the "leader," and not infrequently the leader's alertness, is open to question. Thus it is that many advertisers

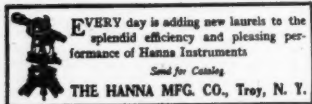


FIG. 1—A SIXTEENTH OF A PAGE. COMPARE FIG. 2

are traveling in a rut for the simple reason that they are advertising in the style they do because *someone else does*. Attempt to arouse them to a realization of the necessity of keeping pace with new developments and the answer will be, "If this is good enough for so-and-so it's plenty good enough for me. Why should I change?" The common rut of dull monotony is a wide one, and for a long time advertisers of engineering

My Business Is To Combine High Transit Quality With Reasonable Cost



I Am Proving This High Quality By An Unusual Offer

I am not only making an unusually high grade transit but I am making it at a price which will save you money.

I will forward a Hanna Transit to the engineer who will answer you and construct the engine upon the design, to collect the charges and send me the money in return for the engine and the Hanna Transit.

There is absolutely no charge for the Hanna Transit and the Hanna Transit is not only a good one but it is also a good one.

And Now—Send This Coupon

THE HANNA MFG. CO., TROY, N. Y., U.S.A.

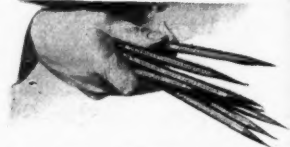
The Hanna Mfg. Co.
Troy, N. Y., U.S.A.



FIG. 2—THIS IS THE SAME HOUSE WHICH APPEARS IN FIG. 1

instruments shared it together. The ethics of the business seemed to demand that each manufacturer step out into the limelight and holler, "Me, too, when it comes to accuracy and fine workmanship."

It was magnificent but it was not war—real good, healthy adver-



Try these at our expense—
Mr. Chief Draftsman

Here is this for a lot of!

The standard Hanna Abolitionist will introduce you to a single of drawing efficiency—good economy and general satisfaction. You have never known before. They will not only save you time and money but they will also save you a lot of money.

In order to be highly efficient, you must have the very best tools in your hands. Only the Hanna Abolitionist will save you time and money for the highest quality of Hanna Abolitionist is the best of all. You, too, a fine tool of Hanna Abolitionist will save you a lot of money.



FIG. 3—THERE IS SOUND REASON FOR SHOWING PENCIL-POINTS FIRST

The Redeemed Factory

A Continued Story in Seven Chapters

There is a little girl named "Lily" who lives in the town of "Hanna" and who is the daughter of the "Superintendent" of the "Hanna Manufacturing Company". She is a very pretty girl and is very popular with the boys of the town. She is also very kind and helpful to the poor and the sick. She is the only girl in the town who is not afraid of the "Hanna Manufacturing Company".

Chapter IV. The Superintendent Learns Something

There was a little girl named "Lily" who lives in the town of "Hanna" and who is the daughter of the "Superintendent" of the "Hanna Manufacturing Company". She is a very pretty girl and is very popular with the boys of the town. She is also very kind and helpful to the poor and the sick. She is the only girl in the town who is not afraid of the "Hanna Manufacturing Company".



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Landis Tool Co.
Waynesboro, Pa.

FIG. 4—AN ATTEMPT AT ORIGINALITY IN A SERIAL STORY

tising competition that makes for better business for all concerned.

Among the advertisers who were jogging along in the beaten track was the Hanna Manufacturing Company, of Troy, N. Y., makers of transits and engineering instruments. Fig. 1 furnishes an idea of the sort of copy which this concern had been running. The advertisement is so short that we will quote the entire argument, which is as follows: "Every day is adding new laurels to the splendid efficiency and pleasing performance of Hanna instruments."

Contrast this small sixteenth-page card with Fig. 2, which illustrates the style this concern is running at present. And let us step behind the scenes

and see what it was that brought about such a remarkable change.

A REAL GUARANTEE

Tucked away in this advertisers' catalogue was the following statement: "We will forward our instrument to express station nearest purchaser, instructing express agent on delivery to collect our bill and hold the money on deposit for one week, until purchaser shall have had opportunity to examine and test the instrument. If not found as represented, the purchaser may return the instrument to express agent within the specified time and receive the money paid in full, including express charges, and have the instrument returned to us."

With this as a foundation upon which to work, the impulse came to break loose from old-time methods and do something really different in the way of advertising. For years the special trial offer which has just been outlined

How Dickson Got Promoted



**WRITE FOR THIS FREE STORY
In Seven Interesting Chapters**

☛ The story of "The Redeemed Factory," told in seven interesting chapters and illustrated, will appeal to every manager, superintendent, foreman, and operator. ☛ Quite different from anything yet published. ☛ Full of "human interest"—and a dry spot in it. ☛ Quickly read through. ☛ A postal in all that is necessary to bring a copy to you. The characters in the story are all real—yet you may find their duplicates in your shop. ☛ Good for a copy-to-day.

LANDIS TOOL COMPANY

Largest Manufacturers of Grinding Machines in the World.
Main Office and Works: Waynesboro, Pa., U.S.A.
New York Office: 100 Nassau Street, 10 Nassau Street, 10 Nassau Street, 10 Nassau Street.

FIG. 5—ADVERTISING THE SERIAL ADVERTISEMENTS

WHERE TO BEGIN

Right in this northeastern strip of the U. S. A. is the best place. It is a market place where buyers of all classes of goods can be found, silks or gingham, champagne or cider, piano players or Jews' harps, canvas-backs or codfish.

NEW ENGLAND

Is Cosmopolitan—Not Provincial

The Yankee, the Irish, the English, the Canadian-French and the Hebrews predominate—but there is a fair representation of the other countries of Europe whose sons with bone and sinew and brain keep New England in the forefront. The

LOCAL DAILY NEWSPAPERS

reach every day nearly all of these and teach them the Sittlichkeit that make them true Americans.

You can through these local dailies have them know of your goods, and if they are worth while, love them and demand them with profit to yourself.

Start here in New England; it is easily covered by your salespeople and the dealers push advertised goods.

Try these 10 if all New England is too big. Write any of them regarding conditions in these cities.

<i>Burlington, Vt., Free Press</i>	<i>Springfield, Mass., Union</i>
<i>New Haven, Ct., Register</i>	<i>Salem, Mass., News</i>
<i>Waterbury, Ct., Republican</i>	<i>New Bedford</i> <small>Standard and Mercury</small>
<i>Portland, Me., Express</i>	<i>Lynn, Mass., Item</i>
<i>Worcester, Mass., Gazette</i>	<i>Meriden, Ct., Record</i>

had been nurtured without a full realization of its advertising value, and the time had arrived when capital could be made of it.

Following closely after this thought came the one of giving Hanna advertising a *personality*. As a class, manufacturers of engineering instruments had always been extremely conservative, and the plan was proposed to place

Grinding Talks

Number Eight

About Grinding Wheels

It is not as if their study was a failure. The *Journal of Learning and Design* (JLD) is a leading journal in the field. The authors of the study were not alone in their findings. They were joined by a large number of other researchers who had also found that the use of technology in education was not as effective as they had hoped. The authors of the study were not alone in their findings. They were joined by a large number of other researchers who had also found that the use of technology in education was not as effective as they had hoped. The authors of the study were not alone in their findings. They were joined by a large number of other researchers who had also found that the use of technology in education was not as effective as they had hoped.

Next Week: Ordering Grinding Wheels

Interchangeable

On The Landia The Hole Of The Grinding Wheel Center Is Ground To A Standard



Landis Tool Company

Largest Extensive Manufacturers of Grinding Machines in the World
 Universal Grinding, Bar Shaws Plain Grinding Machines File Grinding Machines with and
 Small Grinding Machines Trough Grinding Machines One Grinding Machines

Waynesboro, Pa. U.S.A.

FIG. 6—FULL PAGE AD OF ANOTHER SERIES

tradition in the background and come out boldly with an attempt to get as close as possible to the consumer. And to do this it was decided to follow the policy which prevails so largely in the general field and make the selling plan a man-to-man proposition; to give the name "Hanna" a real flesh-and-blood personality; in short, to let the manufacturer show himself in his own advertisement and tell his own story.

In the field of engineering-instrument advertising this was pioneer work, and frankly demanded a laudable degree of nerve and confidence on the part of the advertiser to carry it out. Such a thing had never been done before. It was untried ground in this particular field to advertise such a product in this manner, and the

The Portland (Maine) Express

Is a family paper reaching every member of the family, watched for and read as soon as received, making it a valuable medium for any advertised article.

It is the only afternoon daily, and its circulation exceeds 20,000 copies, which shows that Portland and suburbs are well covered.

The advertising rates, based on net circulation, are the lowest per thousand of any Portland daily.

It carries more advertising than any other Portland daily, because it shows better sales results than any other. You are invited to advertise in the EXPRESS.

JULIUS MATHEWS, Representative.

YOUR PRODUCTS

COOPER
ADVERTISING COMPANY

SHOULD BE IN EVERY CALIFORNIA HOME

Bring your Pacific Coast problems to an organization that knows how to solve them for you.

On the Pacific Coast it's Cooper

We know the conditions, the people and the publications best in this territory. A trial order will prove it.

COOPER ADVERTISING CO.
San Francisco

The Chicago Record-Herald has the second *largest* circulation in the Chicago morning newspaper field—150,000 to 160,000 daily, with more than 200,000 Sunday, and it is one of the *first eight* morning newspapers in the United States with a circulation of 150,000 or more.

A statement of the circulation of The Chicago Record-Herald is printed day by day for the preceding month on the editorial page of every issue.

THE CHICAGO RECORD-HERALD

"Lest You Forget"

HEMLANDET'S advertisement on page 98 of November 27th Printers' Ink contains information of vital importance regarding the Swedish American newspaper situation.

Advertisers of all classes should take cognizance of the fact that HEMLANDET is the only Swedish-American newspaper that ever voluntarily guaranteed its NET PAID circulation under a cash rebate plan.

The advertising rates in HEMLANDET are lower per thousand of guaranteed circulation than it is possible for you to purchase space in other publications in our class without a guarantee.

Do not overlook the fact that it is impossible to reach the readers of HEMLANDET economically and effectively by advertising in any other publication.

Sample copy and rates on application.

HEMLANDET COMPANY
1643 Transportation Bldg.
Chicago, Illinois

step was certainly as far removed from the old-style advertising as anything which could be imagined.

SOME STRAIGHT FROM THE SHOULD- DER COPY

Fig. 2 shows the plan in its present running order. The entire advertisement is written in the first person, and is aimed, from the beginning, to impress the reader with the quality of Hanna transits. Directly traceable results are proving that it paid to forsake old ideas and hitch up with new developments.

In the advertising being done by the Technical Supply Company, of Scranton, Pa., we have a somewhat different case.

Here was a concern which did not have to break loose from old ideas before doing the different thing in advertising. Yet this fact in no way affects the lesson to be drawn from the style of advertising which is now running, as indicated by Fig. 3.

Before we go any further let us meet the possible objection of the critic who claims that the illustration of the hand holding the pencils is bad form for the reason that it is not considered polite to hand pointed objects with the points toward the recipient. And by answering this objection, while it may not establish a rule, it may at least serve as a guide for others who have a similar proposition to handle.

THE BIG DIFFERENCES WHICH LIE IN A PENCIL POINT

The end of a pencil which interests the draftsman is the end which is sharpened; the *business end*. To his eye a pointed pencil probably possesses 100 per cent more attention value than a blunt, unsharpened one. A pointed pencil signifies that it is ready for work and it is the end which possesses life. Thus, while in actual practice a handful of pencils would be presented with the points turned in toward the giver, a picture showing them being handed in such a strictly polite manner would lack the proper advertising value.

Lastly, perhaps the best argu-

ment of all, is that this advertisement pulled inquiries which came in at the rate of 60 a day.

The plan behind the Technical Supply Company's copy is the logical one for such a proposition, and consists in combining a direct appeal in the shape of strong reason-why copy applied to one particular product with the general publicity value imparted by the plate which appears at the bottom of each advertisement. The tops and tail-pieces always remain the same, but a different product is

Particularly To Those Who Have Read Our Thirteen Grinding Talks

How would you like to have the information embodied in the series of "Grinding Instructions," which closed last week, in *permanent form*?

The information which we have been running for the past thirteen weeks, and which you have been reading, constitutes only a small part of the valuable and instructive data which we have compiled for your benefit.

We offer to send you in permanent form, in the shape of a booklet and hanger, all the information contained in our series of "Grinding Talks." Moreover, this printed matter will contain much new data, which space on this page would not permit us to print.

Get this valuable data in permanent form.
Today

Landis Tool Company
Waynesboro Pennsylvania

FIG. 7—AN AD THAT TESTED THE VALUE OF THE SERIES

advertised every week in the space between.

It is easy to picture what an ordinary advertisement *might* have been made of this pencil offer had the Technical Supply Company adopted the old conservative lines used by so many of the old-timers.

Not so very long ago a good copy "stunt" was pulled off in a technical paper by the Landis Tool Company, of Waynesboro, Pa., a concern engaged in the manufacture of grinding machines. The idea shows what a concern can do when it breaks the shackles of musty ideas and strikes out along bold lines which allow originality to have full sway.

Daily Circulation 21,063

GROWTH OF THE

Evening Gazette

Is positive proof of the confidence placed by the public in the Home Newspaper of

WORCESTER (MASS.)

The GAZETTE, with by far the largest city circulation of any newspaper in the city of Worcester, and the largest circulation of any evening paper in Massachusetts outside of Boston, has

Gained 261,612 Copies

Over the corresponding six months in 1912

The GAZETTE gained 1677 copies per day.

Second Newspaper gained 185 copies per day.

Third Newspaper gained 60 copies per day.

MERIT DID IT

JULIUS MATHEWS, Representative.

PHYSICAL CULTURE

has just closed the most successful year in its history. The volume of advertising carried has been greater, by 18 per cent., than any previous year.

We wish to take this opportunity of thanking those advertisers who have shown their confidence in our advertising pages by their liberal patronage during 1913, and to wish them a most Happy and Prosperous New Year.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: People's Gas Building
W. J. Macdonald, Manager

The Steadiest Growing Magazine Advertising Section in America

THE AMERICAN JOURNAL
—OF—
CLINICAL MEDICINE

Member of the



Clinical Medicine is best known
by the

RESULTS

which it gives to its advertisers

S. DeWITT CLOUGH
Advertising Manager
RAVENSWOOD, CHICAGO.
Phone. Edgewater 748

William Hamilton Osborne

Author of "Red Mouse," "Catpaw," etc.

Writes for the

JANUARY 1914



the first of a series of legal stories—new in the annals of literature—in which the characters portrayed, the incidents delineated are all subordinate to the problem involved, and its solution constitutes the climax of the story.

This is one of the new features to appear monthly.

The subscription price of **CASE AND COMMENT** becomes \$1.50 per year January 1st, 1914.

The paid circulation has doubled in the past three years; advertising rates remain at \$36 per page. February forms close January 10th.

The Lawyers' Co-op. Pub. Co.
Rochester, N. Y.

Fig. 4 gives the working out of the plan.

A story was written, entitled "The Redeemed Factory," and divided into seven chapters, each chapter making a complete page advertisement. The example of copy shown is Chapter IV, and has for its title, "The Superintendent Learns Something." Above this, in small italics, is the synopsis of what has gone before, so that any reader who breaks in upon the series can tell at a glance what the story is about. Quoting this synopsis will give an idea of the "plot."

"Dickson, a young man, guarantees a certain output on a piece. He falls short, and explains to the superintendent that in making his estimate he had forgotten that the work had to be done on a lathe. He claims that he can do it on a grinder in the estimated time, and explains why. The superintendent is doubtful. The manager becomes alarmed at a loss in the yearly profits, and tells the superintendent to call a meeting of his foremen in order to locate the trouble. The meeting is called and Dickson is sent for. He explains his side. The superintendent resolves to send for a Landis catalogue."

Of course, following chapters tell how Landis grinders were finally installed, and of the promotion of Dickson, who pointed the way out of the trouble.

Some advertisers would have stopped at the completion of the story, but the Landis Tool Company put on the finishing touch by having the story printed and bound in booklet form, after which it was advertised in the manner shown by Fig. 5. The copy describes the book as "Quite different from anything yet published. Full of human interest—not a dry spot in it. . . . The characters in the story are all real—you may find their duplicates in your shop."

The same concern, at the time it was running "The Redeemed Factory" story, had a particular liking for series advertisements. In one of its many booklets, and also on a shop hanger or chart, was a

quantity of instructive information and data relative to grinding. This data was distinctive in being able to stand on its own merits as valuable information.

Probably there are many advertisers who have plenty of just this sort of material stored away, and who are not putting it to the practical use adopted by the Landis Tool Company.

Fig. 6 illustrates how this desirable information was put to use. Thirteen weekly advertisements were laid out with the standing heading — "Grinding Talks." Each week a new topic was discussed, the lower half of the page being devoted to advertising specifically the Landis product. Any reader who looked at this page would find nothing in the way of an advertisement in the upper half, but the natural inference was, of course, that he would read on down and take in the rest.

As was done in the case of "The Redeemed Factory" series, a special advertisement was run at the completion offering the data which had appeared for thirteen weeks in permanent form.

Fig. 7 is a reproduction of this advertisement, and special attention is directed to the headline—"Particularly to those who have read our thirteen grinding talks." It was correctly assumed that those who had read this information week by week would like to have it in such shape that it could be kept handy for reference.

By such methods as these advertisers who are doing the same old thing in the same old way can accomplish better results by kicking over the traces and doing the different thing—which in such cases is almost invariably bound to be the better thing as well.

Advertising for Stenotype

Local advertising of the Stenotype, a shorthand writing machine, which is being nationally advertised, is being placed in newspapers in cities where the machine is represented by business colleges. This is the plan of distribution decided on, and the advertising is directed principally to prospective stenographers.

SOME FACTS

about the

NEW HAVEN, (Conn.) REGISTER

Quantity of Circulation:—Examined by A. A. A.

Comparative Circulation:—While selling for two cents, has a greater net paid than any one-cent paper and double that of any other two-cent paper in New Haven.

Advertising Value:—The REGISTER carries, year in and year out, a greater volume of department-store and general local advertising and foreign advertising—by 20 columns daily—than any other New Haven daily.

Character of advertising:—Advertising of objectionable character has for years been rigidly excluded from the REGISTER.

Advertising Rates:—The rates of the Register are fair and equitable for its circulation. These rates are unalterable and are one rate for the same service to all.

JULIUS MATHEWS, Representative.

Over 100,000 paid-in-advance subscribers in
TENNESSEE AND KENTUCKY and adjacent Southeastern States.

You can reach these progressive farmers—the ones who own their homes; have money in the bank; who believe in better living and better methods of farm work—through the pages of the

SOUTHERN AGRICULTURIST

(Semi-Monthly)

NASHVILLE, TENN.

100,000 circulation guaranteed—
rate 50c per line. Write for
"Statement to Advertisers."

How Sherwin-Williams Sales Conventions Are Run

Prizes Offered for Ideas for the Programme—It Is Vital to Keep to the Programme—Arousing Enthusiasm at the Very Start—Men Differ in Kind According to Locality

By Adrian D. Joyce

Sales Mgr., Sherwin-Williams Company, Cleveland, O.

ONE of our modern writers, Gerald Stanley Lee, in his book entitled "Crowds," says: "When a man wants to know what he thinks he starts a club, and when a man wants to be perfectly sure, he calls a convention."

Many a sales manager calls a convention to find out what is the selling policy, but successful sales conventions are not called for the purpose of originating or outlining a selling policy, but for the purpose of affirming that policy, of teaching new methods of selling, of instructing salesmen in the talking points of the line—in a word, they are held for the purpose of selling the salesman the proposition.

Conventions cannot be inaugurated on the spur of the moment and be successful. In our organization the very first work is the sending out of suggestion blanks containing questions pertaining to our goods, our methods, our policy and our advertising. Each traveling salesman is requested to send in suggestions not covered in the questions and expressing his personal opinion of our proposition as a whole.

To insure success in this we offer prizes for the best suggestion blanks submitted in each district, and other prizes for ideas accepted by the management.

These suggestion blanks are carefully read by our sales and district managers, and by a committee composed of department managers who shape our selling plans.

By the time each department manager has digested two hun-

Summary of address made December 12, before Cleveland Advertising Club.

dred of these blanks he gets a very fair idea of how the men in the field regard our proposition.

Each department manager is expected to select those suggestions that will be of most use to him in handling his session at the next sales convention.

COMMITTEES WHICH ARE EMPLOYED

The next step is to appoint a general committee which makes arrangements for the holding of the convention, including transportation, hotel accommodations and entertainment. The general committee has several sub-committees.

The display committee provides all the necessary displays and demonstrations used in connection with sales talks.

The programme committee selects speakers and allots to each a definite period of time.

AVOIDING WASTE OF TIME

The speakers have their talks carefully prepared and edited in advance, to make sure that they are in line with the policy of the house as elucidated in the previous managers' meeting. The chairman of the convention must make sure that every speaker adheres to the programme schedule and see that the discussion does not become prosy and uninteresting. One great thing in conducting a convention is not to permit speakers or those in attendance to waste time discussing non-essentials.

We usually plan to start our conventions with some feature that will tie up the interest immediately and awaken to its fullest the spirit of enthusiasm. Usually after an address of welcome we open the convention by a reading of the results of our top-notch and estimate prize competitions and a distribution of prizes. By the time several thousand dollars have been distributed in prizes, and the records of scores of good men have been read, the convention is in a fever of enthusiasm and interest.

In arranging our programme we are careful to make sure that the distribution of prizes is followed by a speaker who talks on



**There is Real Advertising Power in
The Meinhardt Clock Slide**

(Patent No. 1016575)

**Because
It Is Always Shown**

Many dealers find difficulty in inducing large motion picture theatres to show ordinary advertising slides, but the **CLOCK SLIDE** is always cheerfully received.

The exhibitor **needs** it, is glad to get it and it therefore requires **no attention from the dealer**. Tells the time and advertises the manufacturer's product in a timely manner.

Made exclusively by the LEVI COMPANY, Inc.

A large clothing manufacturer (name on request) writes:

"Judging from reports we have had from our various customers, they have had more success with the clock slide than the others, for it appears they are able to have those shown by the various theatres much easier than the plain ones."

Many experienced slide advertisers are coming to us for *all* their slides because of the *originality* and *quality* of our work.

Samples and estimates on request without obligation on your part.

The Levi Company, Inc.

Originators of Slide Advertising

1560 Broadway Fred A. Apfelbaum, President New York

a subject that is of general interest, and who is particularly well-informed so that there is no wet blanket thrown on the proceedings. Our conventions usually last four days, and we plan to make the last half day the banner session. In our organization we feel that the advertising proposition is best adapted for this purpose and it never fails to serve the end desired.

Usually on the last evening of the convention we tender the men a banquet carefully arranged by the entertainment committee, and present every one with a souvenir of the meeting.

The bulletins issued by our sales managers between conventions are very important helps. They contain the sales news for each division, refer to records made at former conventions and point to bigger things and greater honors at the next conventions.

Conventions cement friendships not only between representatives but between the outside and inside staffs. They keep our men from getting into a rut. They acquaint the members of the inside staff with the problems of the outside representative. They start the men out with new enthusiasm and determination and enable representatives to exchange old, shop-worn selling arguments for those that are new and vital. The men are led to realize that they are part of a wonderful organization, and that the men apparently higher up are there for the purpose of being able to serve.

Every year after conventions, our men start out as fresh in mind and determination and as confident of results as when they first entered the business.

If the conventions are not to be general conventions, but are to be district conventions, plans for them are carried forward in much the same way, but by the district and division managers instead of headquarters. At the district conventions we make up a sort of a flying squadron composed of the important officials of our company and the important department managers, and dates for the district conventions are so

scheduled that these men can go from one to another, and give out the information that is necessary much as they would do were they talking to the larger gatherings of salesmen.

The advantage of district over general conventions lies in the fact that more time can be centered upon particular problems entering into the particular district or section of the country in which the headquarters are located, and also the fact that better accommodations can be secured for a smaller number than for a very large number.

Against this we have the fact that in the big general sessions we are able to generate more enthusiasm, and to give a better idea of the size of our concern and of the strength of its organization.

PROFITS FROM SALESMEN'S PECULIARITIES

We have found that in our conventions the peculiarities of the districts are plainly shown. For example, in New England we find that our representatives are more canny, more exact, and more clannish than in Texas. We find that the same sort of enthusiasm is not displayed in New York as in San Francisco.

We endeavor to shape up our gatherings in each district so as to bring out the enthusiasm of the men. While in New England our men would be very enthusiastic over an order amounting to \$100, in Texas it would require at least an order for a carload to call forth many expressions of approbation.

One device for sustaining the enthusiasm and holding the interest of the men who attend is to furnish the speakers with a list of men present and details as to wherein their work excels. From time to time speakers in their remarks call on the men for information, stories or criticism. The fact that the salesmen are likely to be called upon at any moment, and that it might be necessary for them to appear to speak on some favorite topic, keeps them more than alert at all times.

Using Trade Papers to Beat Design Pirates

How the C. Kenyon Company Prepares Big Space Copy That Leads Dealers to Stock Quickly—Three-Color Ads Found Profitable—Why Very Little Reading Matter Is Used

THE C. Kenyon Company, manufacturing Kenreign raincoats and other clothing specialties, has made its trade-journal advertising pay in a most gratifying way. The view-point of this company is that a real trade journal is a good medium, and as such demands copy as carefully prepared as that which is placed in consumer publications.

Briefly, the problem of the C. Kenyon Company, in selling its women's clothing specialties, is to market a design, and by advertising stake out all claims to it before unscrupulous competitors have had time to pirate it, and before price-cutting competitors, using probably inferior material, have stepped in and ruined the market. The C. Kenyon Company must, to use the vernacular, "get in and get out" before these competitors have had a chance to do their work.

In order to understand the trade-journal campaign, it is well to know that the Kenyon Company is backing it up with advertising in consumer publications, like *Vogue*, *The Delineator* and the *Ladies' Home Journal*. Electric signs are also used, one being particularly interesting. This shows a Kenreign-clad man remarking "how dry he is" in his Kenreign coat in spite of the electric storm which is pouring down upon his shoulders. This sign is one of the sights of Brooklyn.

Harry H. Clark, of the C. Kenyon Company, recently explained his trade-journal campaign to a representative of PRINTERS' INK. Remarking upon the necessity of realizing upon a design quickly, he said:

"For instance, let's suppose we bring out a new fleece sport coat. The design is exclusive with us. It's our idea. We have a good

six weeks to two months to cash in on this design before the host of pirates which congest the woman's clothing field will begin to market a garment similar in cut, but made of material which we would not touch. Naturally they beat us in the matter of price. Therefore we must get dealers to stock the line as soon as we possibly can.

"We have to do this chiefly through effective trade-paper advertising, although, of course, in cases where it is largely a matter



THIS FULL PAGE COPY RAN IN THREE COLORS

of quality of fabric we are forced to fall back on rather costly direct advertising which enables us to tip on actual samples of the goods. I say effective trade-paper advertising, because I want to make it clear that we could not do it unless we took care to get our message read by using unusual and oftentimes expensive layouts and copy.

BIG SPACE MOST PROFITABLE

"Above all else I believe the secret of the success which our ledgers show our trade-paper advertising has met with is due to what one competitor has called 'extravagant' use of space. It is our experience that big trade-

journal space pays the largest dividends dollar for dollar. That is why we are going to use full-page colored covers next year.

"We spare no expense in presenting our message. As often as possible we use three-colored plates, and try to show the goods just as near to actuality as is mechanically possible.

"The whole thing in photographic illustration is the posing of the model and attention to detail. I believe it so important that I supervise this phase of the work myself. A photograph properly planned and executed can contain a selling message stronger and more intense than any copy, but it takes time and patience to do it.

"In posing models I always try to keep in mind that first of all I have to have a picture that tells a story. In addition to telling a story it must show the goods to best advantage, and should be so arranged that it will elevate the product—that is, make a six-dollar coat appear as a fifteen-dollar garment. You can get some idea of what I mean by noticing the ad of Kenyon Fleece Coats which we ran in a recent issue of the *Dry Goods Economist*.

"Both these girls are picked models. I did not try to get one of the unusually pretty girls, but picked from the photographers' portraits of 'homey' girls. Then, instead of having a girl put on a coat, pull up the corner to show the plaid lining, strike a pose and snap the camera, we staged the scene just as carefully as any stage manager would. How well the effort paid is best told by the stack of orders that resulted.

"Another illustration was a trade-paper ad we got up for our Duvelyn Velour Coats. In this ad I wanted to emphasize grace. I tried for several hours to get a natural pose, but couldn't. Finally I hit on an idea. I sent out to a florist's and bought a twelve-dollar bunch of American Beauties. When the model saw them her face lighted up and intuitively she stepped forward to smell them. The camera clicked, and I had a natural, refined photograph which we could have obtained in no other way.

"Of course, this kind of 'copy' costs money, but we don't believe in sparing any expense in preparing our trade-paper ads. Anything worth doing at all is worth doing right, and we try to do it as nearly right as we know how. It is not unusual for us to spend as much as \$25 for a border design, as we did in the fleece coat ad, to give atmosphere to our ads.

FOLLOWING UP INQUIRIES

"What do I regard as the most dangerous pitfall in trade-paper advertising? I believe it is neglecting to work with dealers after the advertising has brought them within reach. It is very well to talk about getting inquiries and dealers, but it is just as important, to my mind, to hold them after you get them. Unless you can do that your trade-paper advertising is going to be mighty costly. It is when you can make an active and regular customer out of each inquiry that trade-paper work pays biggest. Even if you only get one or two dealers with each ad, the sales from those inquiries during a period of years will more than pay the cost. We simply make every dealer answering our ads a *personal friend*.

"Every once in a while when we get up something we think has merit in the way of a trade-paper illustration we have some reduced electros struck off without any advertising whatever. These we send out to our friends with the proper kind of a letter, and ninety-nine times out of a hundred they are used, and Kenyon is written all over the ad without as much as a suggestion from us. You see, it's human nature to treat others as others treat us.

PRICES QUOTED

"Why do we use such brief copy? Because it pays us best. We have spent a good deal of money experimenting with different kinds of copy, but we have found that the short, easily-read, strictly-business copy is the best. Especially have we found it pays to quote prices in trade-paper advertising. That above all else is what the merchant wants to know."

Is This a Good Definition of Advertising?

Dictionaries Give Only Vague Idea of What Advertising Stands for To-day—Items That Expenditure for Advertising Covers—Analysis of Advertising Effort and a Comprehensive Definition

By Gustave W. Klau

President, Klau-Van Pietersom-Dunlap, Inc., Milwaukee, Wis.

I HAVE just finished reading the interesting and timely article in your December 11th issue entitled "What Is a Good Definition of 'Advertising'?"

It seems to me that the advertising fraternity ought to extend their thanks to Messrs. Musher and Benjamin for starting something that will eventually give us a broader definition of the word "Advertising" and it is needless to say that the entire advertising fraternity will look forward to an early solution of this neglected definition. Advertising, as it is carried out to-day, is after all only a mass of details concentrated and dovetailed so as to give it maximum working power as an educational as well as a sales-producing factor.

The definition of the word "Advertising" which you quote from the three accepted standard dictionaries gives one rather a meager impression of the different phases that the word "Advertising" stands for to-day. In other words the word "Advertising" has outgrown its definition. A half a century ago such a definition of the word "Advertising" did suffice, but to-day it is absolutely insufficient. Present-day manufacturers invest thousands of dollars in advertising so as to educate the masses about their products. In itemizing this expenditure, we find that it covers the following:

Copy	Lectures
Art	Window Displays
Cuts	Demonstration
Layout	Signs
Circulation	Cards
Printing	Posters
Mailing	Hand Bills
Billboards	Booklets
Clerical Work	Folders
Samples	Circulars
	Lantern Slides

Supposing a manufacturer produces a new style of shoe, or a new kind of phonograph, watch, cooking utensil, food, etc., etc. He has probably spent a small fortune in perfecting and completing this new product, and has to depend on ready sales so as to make it not only a legitimate, but a paying investment. The last two items are of course governed by the merits of the product. Now, if this manufacturer has spent a fortune to perfect a product for the market and he does not get rid of his production because he fails to create a demand for same he will eventually be confronted by financial difficulties. Therefore, would it not be feasible to suggest that the word "Advertising" could be properly defined as creating a demand or a method of education to create a demand by word, form, picture and demonstration?

I suggest these four words because I believe they cover the various details that constitute advertising as follows:

Word: Copy, Mail, Lectures, Printing, Clerical Work.

Form: Newspaper or Periodical Space, Billboard, Sign, Card, Poster, Hand Bills, Booklets, Folders, Circulars, Lantern Slides.

Pictures: Art, Cuts, Layout.

Demonstration: Samples, Window Displays, Demonstrators.

Suppose a manufacturer has for years advertised his product under a certain trade-mark in the form of a picture, word or fantastic shaped mark, and his plant should be destroyed by fire or explosion, he could start right in the next day to manufacture his product through the co-operation of a competitive plant if necessary and sell his goods without delay. This is because he has built up an asset by advertising his trade-mark which none of nature's elements can destroy. He has created a product under a certain trade-mark and advertised his trade-mark so that he has actually educated the public to demand his product.

Is it not possible then at this present time to change the order of things regarding the definition of the word "Advertising" and define it as "a method of educa-

tion through word, form, picture and demonstration so as to create a demand for something that is produced, laid out or carried out in any form, shape or manner for consumption, investment and pleasure?

A Definition of Advertising

FARM JOURNAL
PHILADELPHIA, Dec. 11, 1913.

Editor of PRINTERS' INK:

I think it was Mr. J. A. Wood, of 300 Chestnut Street, who observed that "Advertising is that which causes people to know, to remember and to do."

This help Mr. Benjamin any?

IRVIN F. PASCHALL.

Another Definition of Advertising

SERVICE ADVERTISING & ART CO.
ST. LOUIS, Dec. 18, 1913.

Editor of PRINTERS' INK:

There is a welcome visitor each week—that's PRINTERS' INK. We are never too busy for it.

In the issue of December 11 we note a discussion on the definition of "Advertising." Here's a suggestion:

Advertising—The art of placing before the public by means of printed matter, illustrations or display, anything such as a business, an article, a place or a person for purposes of gain or need. We believe this hits it from every angle.

A. D. LUCHJENEGER.

Still Another

THE BELLEVUE-STRATFORD.
PHILADELPHIA, Dec. 15, 1913.

Editor of PRINTERS' INK:

Advertising:

a. Every form of indirect selling.

b. Purchased publicity; any notice to the public for which payment is made.

R. O. EASTMAN,

Of the Kellogg Toasted Corn Flake Co.

Ads to Influence Oculists and Physicians

There does not appear to be any loss of professional dignity in the advertisements of D. Harry Chambers, of Baltimore, now running under the title of "A Series of Eye Talks." This series is carefully written, each piece of copy showing a selection of moderate language and a lack of exaggerated statements. The series was planned and written by J. R. Moffet, president of the Moffet-Lynch Advertising Company, of Baltimore.

The advertising problem of the optician has been considered a rather peculiar one, and this series was planned quite as much for its effect on the oculists as on the general public. It was also planned with this idea—that like the physicians, the oculists are at the present time unable to advertise in the newspapers without a financial loss of professional dignity.

Sound Doctrine

THE H. M. & R. SHOE COMPANY
TOLEDO, O., Dec. 12, 1913.

Editor of PRINTERS' INK:

A little incident occurred the other day that made me wonder if we advertising men haven't overlooked something when we declare that the sole object of advertising men is to sell goods.

In a general way, I am more or less interested in popular music, and a few weeks ago bought a piece entitled, "Isle D'Amour," having heard about it somewhere or other. On taking it home and trying it over on my "ragtime violin," I was not particularly impressed by it.

A few days later in glancing through *The Saturday Evening Post* I came across an advertisement for Leo Feist & Co., music publishers, featuring this piece.

This advertisement, among other things, said that "Isle D'Amour" was being played at Newport for fashionable society's hesitation waltz. Whether this is true or only copy writer's ecstasy I do not know. But I do know that on trying the piece over again I liked it much better.

Now, being pleased with most things is largely a matter of imagination. Didn't this advertisement, in addition to selling new customers, cause those who had already bought, to be more pleased with their purchase?

It would seem to me that this would be very true in the case of a great many other more widely advertised lines, for example automobiles.

If a man who already owns a 1914 "Packamobile" sees its virtues continually advertised, his opinion for his own car and his satisfaction with it is bound to increase.

Hasn't advertising then, in addition to its primary object of selling goods, also the supplementary effect of increasing the satisfaction of those who are already customers?

Isn't this worth considering as "velvet" when we are estimating the results of our advertising?

Perhaps other advertising men may have similar experience or opinions along this line.

MAURICE ELGUTTER,
Advertising Manager.

P. S.—Since writing these observations, I have noticed a very similar comment on page 96 of PRINTERS' INK of December 4.

Co-operative Brick Campaign

The National Paving Brick Manufacturers' Association has begun a campaign of advertising in favor of the use of vitrified brick for paving purposes. It is said brick has a number of dangerous competitors in the paving field, asphalt and wood-block being among the leaders, and the association has decided to use advertising as a means of maintaining the prestige of brick. The engineering journals, particularly those reaching municipal authorities, are being used. Will P. Blair, secretary, has his offices in Cleveland.

Why Newspaper Training Helps Ad Man

In a recent talk before the Old Colony Admen's Club of Boston, J. F. O'Connell, of the publicity department of the United Shoe Machinery Company, stated that two of the many advantages that went with a newspaper training for advertising were ability to secure good will, and a highly developed faculty for separating truth from "fiction."

"Beginning with some copy paper, a pencil, an assignment slip and plenty of good will toward all men he (the newspaper reporter) has to make good in the free-for-all race for the news," said Mr. O'Connell, "by drawing largely upon the good will that is his only floating capital. To get at the truth and get at it quickly—to brush aside occasional attempts to 'bamboozle' and set him on the wrong track and to do all this in a manner that will secure him a welcome the next time he comes the same way, is the newspaperman's daily problem. If a better school for training the intermediary between the buyer and the seller could be imagined, I should like to know of it."

Mr. O'Connell also mentioned that he found his "news" training invaluable in getting the public interested in such a technical and seemingly unromantic product as a Goodyear welt shoe.

Gossard Invades Small-Town Market

In big space in trade papers the H. W. Gossard Company, of Chicago, is announcing the marketing of a new corset which is to retail at \$2.

The explanation of the appearance of the lower-priced article is explained in part by the H. W. Gossard Company, as follows:

"Hundreds of merchants in the smaller towns and cities have wanted Gossard Corsets, but they have hesitated because of the limitations of a line which started at \$3.50 and ended at \$40.

"To make the use of Gossard Corsets universal our manufacturing facilities have been increased. Four factories are running all the time and our reserve stocks for this new \$2 Gossard are being fortified for the inevitable, overwhelming demand which will be on us within thirty days."

Working Through Church Cooking Schools

The Calumet Baking Powder Company is introducing its product into Kentucky through a cooking school plan which is conducted in connection with local churches. A teacher of household economics gives free lectures on pure foods and their dietetic values, also on new methods in the art of cooking, new recipes, and practical demonstrations of home economics. At each cooking school a question box is installed to receive requests and questions from women who hesitate to ask at a lecture for fear of displaying their lack of knowledge before an audience.

Novel Plan for Boosting Home Products

A NOVEL method for advertising home factories was adopted for the Kansas City Manufacturers Exposition which was held during the week of December 1. Previous to the exposition three characters were pictured on posters throughout the city. On the opening day the three advertised characters—"Miss Kansas City," "Mr. Labor" and "Mr. Capital" stepped from the posters and appeared in public. Their mission was to meet people on the street in the hotels, business houses and various public places. They were drilled to repeat dialogues which brought out Kansas City's advantages as a manufacturing center. The "Poster People" were the feature at the exposition and also appeared between acts at all the theatres, the assembly rooms at the schools, and other public places.

"Miss Kansas City's" costume was of the latest fashion, in blue and white, the colors of the commercial club. "Mr. Capital" and "Mr. Labor" wore plain business suits, and were always seen at either arm of "Miss Kansas City" just as they appeared on the poster.

As a plan to draw the attention of the business men and people generally to the manufacturers' exposition the "Poster People" were a great success.

San Antonio Street-Car Advertising

The San Antonio Traction Company is running a series of advertisements in daily newspapers with the idea of stimulating street-car traffic.

Space used is three columns by seven inches. Each ad shows a trolley car in sharp lines while back of it is a shadow drawing of something which will link with the text. For example, when Mme. Schumann-Heink appeared in San Antonio, the ad on that occasion contained a shadow portrait of the singer. Other ads have been: "Sunday, the Best Day to Use the Street Cars," containing a shadow picture of a cathedral; "Maud Powell at the Gunter," with shadow portrait of the violinist; "To-day, the Auto Races," with shadow picture of a racing car.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER, Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK, DECEMBER 25, 1913

Advertising on the Balance Sheet

The recent holding in London of the twenty-first annual meeting of Pears, Ltd., and the statement made there by the managing director that ten per cent dividends had been paid for twenty consecutive years, were made by PRINTERS' INK the occasion for writing Mr. Barratt and making a pertinent inquiry of one who is known through Great Britain as the "Grand Old Man of Advertising." Mr. Barratt's reply explains the nature of the inquiry and his views on the subject:

A. & F. PEARS, LTD.

Soapmakers

By Appointment to

Their Majesties

THE KING AND QUEEN

& To Their Late Majesties

QUEEN VICTORIA AND KING EDWARD VII.

LONDON, NOV. 25, 1913.

Editor of PRINTERS' INK:

I thank you for yours of the 13th conveying your congratulations on the attainment of our twenty-first birthday as a public company under successful conditions.

Replying to your question as to whether I am of opinion that all advertising should be charged to "current expenses" of the year, I may say that although it is the custom here for professional auditors to require this to be

done, I personally distinctly consider such method to be entirely *wrong*, and certainly it is contrary to my own experience and practice, too, when this business was a private partnership.

THOMAS J. BARRATT.

Although, according to present English accounting practice, Mr. Barratt is unable to follow out his inclination to figure a certain definite part of the advertising expenditure as so much good-will investment, it nevertheless would have been exceedingly interesting to know what percentage he would have figured, and on what basis. The fact that most accountants, bankers and others do not recognize advertising as contributing to good will or "investment" account is one thing; and the fact that practically all advertising men as well as many other auditors and bankers know that it does so contribute in a countless number of cases is another thing. That it is not the universal practice of auditors to put a value on good will derived from advertising proves nothing more than that the men of finance and figures have not seen how they are uniformly to do so.

The practical, vital side of the whole question was pointedly put by the president of the Pompeian Oil Company, who recently demanded a definition of advertising which would satisfy bank officials when his concern wants to borrow money. It goes back to the old familiar proposition of whether advertising is an expense or an investment.

Dicksee, the standard English authority on accounting, has written a book on "Good Will and Its Treatment in Accounts." He takes the view that the only excuse for inserting the item of "good will" in accounts is that such an amount has actually been paid by the present proprietor for the good will of a business. That is to say, in order to make a showing on your books of the investment or residual value of advertising, you have got to sell your business! Yet he admits that when a certain definite expenditure has been incurred by the proprietors of a business for the sake of *creating* a good will (as, for example, money spent in

advertising a brand new invention) such sums can be debited to "Establishment Account" and "*in so far as these expenditures have been judicious*, a residual value will doubtless remain in respect of them which may fairly be treated as good will." Mr. Dicksee apparently feels that this may be taken as a license for wild-catting, inasmuch as he then goes on to say "advertising of an ordinary description must only be capitalized (even temporarily) after the exercise of the greatest caution."

It is this ultra-conservative view that the creator of Pears' Soap opposes in his letter to PRINTERS' INK. It is to be especially noted that when his business was a private partnership, he did not follow the precepts of Dicksee, and the professional accountants.

A manufacturer who sells out his business to a trust and walks out of the concluding conference, buttoning up in his pocket a check running pleasantly into seven figures, knows what part advertising has played in earning him that check; advertising has been one of the largest elements in his success. The men who buy realize it. The directors, in their discussions and votes, recognize the value of the advertising. Everybody in the house that knows anything about advertising knows that from half to three-quarters and sometimes even more of the appropriation fails to produce immediate sales but paves the way for future business. At all places up and down the line, therefore, there is no question of what advertising means in the development of the business.

Only when it comes to the point of setting it down in the balance sheet is there any boggling. The advertising rarely gets a mention; it is not recognized as contributing to the good-will value of brands, trade-marks, trade-names, trade-characters, etc., but these are too often lumped confusingly with patents, licenses, grants, franchises and other entirely different elements.

Has this practice a right to be called conservative accounting?

It is silence on a vital point. It is not a true description of the business. It is even a misrepresentation of the source of values. It is just such bookkeeping as this that has more than once apparently justified a new management in cutting out the "waste of advertising" and cutting out the business along with it. Conservative accounting ought not to tolerate silence on these important points. There are difficulties in the way of getting at the facts, but the experts ought not to throw up their hands.

Somewhere on the advertising scale between the high point where advertising is the chief selling factor and the low point at which it is being used by the unscrupulous promoter as the excuse and cover for the over-capitalization of his flotations—somewhere between the creation of millions in real values and the mismanagement and misuse of advertising there is a point at which the most exacting banking and accounting practice and the soundest advertising practice can meet and satisfy each other.

It ought to be possible and ultimately practicable to ascertain the relation between the expenditures for advertising, for sales organization and for improvement of product and the market results of each and all of these. The character and type of organization, and its personnel, the house policy, the position in the trade and the conditions in the field and the business generally, necessarily would be considered. And, of course, the figures should cover a period of years.

Comparative statistics of this sort, such as form the basis for the indispensable actuarial computations of the insurance companies, could hardly help but provide something approaching a definite idea of the part played by advertising, a conclusion as important to the business man and investor as to the advertising man himself.

Accountants will hardly move in this matter themselves. They are not hostile, but they are not definitely sympathetic. There has been no consistent pressure on

them to analyze further than they have done in the matter. But that it will be done sooner or later there is no room for doubt. Advertising as it grows into fuller self-consciousness will insist on it. There is too much at stake not to do it. The importance to the trade, as a trade, of getting definite recognition for its promotional part in good will, of making it the recognized practice to do so, may be gauged by considering the steady, standardizing effect the criticism of the banking and auditing professions would have on advertising practice. The other benefits to advertising resulting from the interest and participation of two new classes of professional and business men would likewise be incalculable. There are difficulties in the way, but no greater than there are in most advertising problems. And it is an advertising problem. **PRINTERS' INK** would like to feel that the publishers, the agencies and all who have an interest in better and more advertising were appreciating the possibilities in the situation and getting together on it.

Co-operative Competition

Two big garment makers introduced almost simultaneously a specialty garment, which both began to advertise and push as vigorously as possible. The rivalry between their sales forces was as intense and bitter as such rivalry can be, and the men behind the sales forces did their best to increase its bitterness. No sooner did one of these firms secure a good dealer than the other set to work to divorce him. They chased each other about in a rapid circle, keeping their trade connections on the run and their men more eager to knife each other than to sell goods. Then they saw the light. They weren't going ahead.

Nowadays, though still as keen rivals as ever, they don't fight each other for the exclusive edification of the onlookers. When Smith-Jones put their Gypsy line into the Mammoth store, Higgins & Co. don't go near the Mam-

moth. Instead they visit the Midget, across the street. "I suppose you know that the Mammoth's stocked the Gypsy line," says the salesman. "It's a big thing to get control of that article—fine goods, the right price, a good profit and plenty of advertising. It's going to bring business into the Mammoth. We ought to know—the Smith-Jones crowd are the worst competitors we have!" Then, when the manager of the Midget has been revived, he is told: "If you'd like to split some of that business with the Mammoth, why don't you put in our Nomad goods. They're so close to the Gypsy line it's hard to tell the difference. The Gypsy people say so themselves. Put it in here and you can meet the Mammoth on even terms!"

Isn't that better than cutting throats? Won't both of those connections prove more profitable if let alone to grow than if the lines are switched next year? These two firms say so. They have found that selling costs shrink and volume of sales expands under the new plan. They don't hate each other now, and they don't let their men do it, either. There's too much business to do.

We are going to see much of this in the next few years. It is the logical outgrowth of putting intelligence into business. The old rule has been that the narrower the class the more bitter the backbiting, to the detriment of biter and bitten alike. Some of us seem to be waking to the fact that people in the same line of business face one great common enemy—public apathy, public ignorance, public inertia—which needs every ounce of effort from every one of them. These people waste no muscle in blindfolded swings at each other. Stone-throwing greenhouse dwellers are proverbially ill-advised. And all of us dwell in glass buildings which we have to share with our competitors. Those who have discovered this are already collecting dividends on the knowledge.

The Geo. B. David Company, Inc., has been appointed United States representative of *Le Devoir*, a French daily published in Montreal, Canada.

Sizes in the Window

In making displays of any kind of merchandise, the window trimmer should be careful of the size he uses, says *The Twin City Commercial Bulletin*. A properly lighted window exaggerates to a certain extent and for that reason one must be careful of the size.

An important example of this is in shoe display. The show window man should always use the smallest and narrowest sizes in stock to show any certain style.

A large shoe in the window looks tremendous and does not show the graceful lines that it will have when on the foot. One reason for this is that the observer of the shoe in the window looks at it from an entirely different angle than does the wearer or one who is looking at it on the foot.

Shoes have many curves and some of them are really beautiful, but on a large shoe in the window this beauty of line is either lost or does not appear at all.

You know when the traveling man shows you the sample of his line he has nothing but the small sizes. This is for two reasons: one is convenience in handling, but the most important is that the larger sizes, though identical

in contour, do not show up nearly as well except on the foot.

Particularly is this point important in showing ladies' footwear, for daintiness is one of the things most sought after by women and it certainly does not show up in a number seven shoe.

United Cigar Stores and Cost of New Business

At the lowest calculation double certificates are an extra five per cent additional discount.

Costs us five cents more on every dollar's worth of business that we do—that is the cost of double certificates.

Unless the extra business done in the store justifies it, it's a sacrifice of profits at the rate of five per cent.

Every clerk should do his level best on double certificates day to make his *new business* pay the cost of his extra burden on old business, or business that his store would be reasonably sure of without double certificates.

That's the way to carry the extra selling cost of five per cent and cross it off the books.

New business is worth five per cent. We gladly pay it.—*The United Shield*.

SLIDES—\$18 the Hundred

This is an *extremely* low price for good advertising slides. We want your business and are willing to share our profit with you in order to get it.

We guarantee you good service—prompt delivery—unbroken slides

Our plant is one of the largest.

Let us send you a sample slide free—to convince you that you need not pay more.

Ask about our guaranteed advertising service.


GREATER NEW YORK SLIDE CO.

Academy of Music Bldg., 14th St., New York

1847 ROGERS BROS.

"Silver Plate that Wears"

Spoons, Forks, Knives, etc., of the highest grade carry the above trade mark.




OLD COLONY
PATTERN

Guaranteed by
the largest makers
of silverware.

Send for Catalogue "P"

INTERNATIONAL SILVER CO., MERIDEN, CONN.
Successor to Meriden Britannia Co.
NEW YORK CHICAGO SAN FRANCISCO



The Little Schoolmaster's Classroom

"IT would be idle for me," said the advertising agency man, "to say that we are the only people in the country who could give you the kind of service I have been describing. To be very frank, I think there are at least four or five agencies that could give you about what you need. But I do say that we are able to give you as good service as you could obtain anywhere, and I point out to you the hard work that we have already done on your problems and our state of preparedness. We have earned the right to be considered first."

This advertising agency man lost nothing by conceding that there were others in the business just as capable. His frankness and his logic were both good, and he won the account.

It is sometimes said by those who write on effective display that it is a bad plan to try to use black-faced type for all of the body matter of an advertisement. But the fellow who is clever usually manages to get around all the charts and rules. The little Ellis newspaper advertisement here reproduced not only shows attractive body matter but also demonstrates how you can get effective display without any border except a cut-off rule.

Praise has been heard for many long years for the man who can write much in a few words. Maybe some of these times something nice will be said for the fellow who is gifted enough to write a great

deal of matter about hog lard or knitting-mill machinery, and still make it so attractive that it gets a general reading. Dickens and Fenimore Cooper, who perhaps spun out their stories and descriptions longer than any other of the well-known writers of the past two hundred years, are still read to the exclusion of scores of the snappy, concise writers.

The brevity test is never a fair test of advertising. The only question is "Will it get a reading from the people for whom it is intended, and will it be effective when read?"

Mr. Advertising Manager thought he had hit upon something "fine and dandy." The salesmen of his concern had been requesting advertising matter for dealers on their regular daily reports that went direct to the sales manager. The sales manager's stenographer had to take extracts from these reports for the advertising department. And then often the salesmen wrote special letters, covering re-

quisitions for advertising, that took up considerable of their time and the advertising manager's.

This was the sudden inspiration—a special requisition form for advertising matter that was to go to dealers or prospective dealers, which form listed all the advertising matter in stock with a column for checking off the kind and amount desired. There was a blank, too, for giving brief data about the situation, so a special letter could go from the adver-

State, in view of the fact that control of the Assembly has returned to the Republican party, to reorientate themselves

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What will the "Ellis" do?

It will do all your adding—all your billing.

It will write your cash book and journal.


It will make out your monthly statements.

It will do a hundred things that a straight adding machine cannot do.

The Ellis is not a typewriter with a 10-key adding machine attachment.

Oh no! It is a fully equipped 61-key adding machine plus a 42-key typewriter; all in one.

May we put one in your office on trial?



206 Broadway (third floor)
Phone, COrtain 8474

EFFECTIVE DISPLAY IN BLACKFACE BODY TYPE

tising department along with the advertising matter. And then there was a caution paragraph, urging the salesman not to order any advertising matter that he had not properly put before the dealer.

Did the plan work? It worked entirely too beautifully. That tempting list of advertising matter touched the extravagance stimulus, and several other vexatious unclassified stimuli that well-fed salesmen have, and they just went down the list with their little pencils and checked off a supply of about everything on the bill of fare. The caution on the blank—set in capital letters—that care be used to order only what the dealer had expressed himself favorably toward was ignored generally. When the vexed advertising manager held up requisitions and wrote criticisms, he received assurances that the dealers would certainly use all the matter asked for, were interested in everything.

Probably one-fourth of the salesmen used the blanks with good judgment. The poor judg-

ment used by the others necessitated a revised blank that listed none of the advertising matter, and which by compelling the salesman to think and write produced what the advertising manager was after. The moral is that if you make a thing too easy to do you may defeat your purpose.

* * *

The Schoolmaster knows of at least one large sales organization that, in order to be sure that salesmen use advertising matter properly, charges them for all that is furnished. Of course the scheme of compensation is figured out so that the salesman can stand the purchase of the matter, but the concern has found after many years of experience that the present plan is the only way to save an enormous waste of costly advertising matter. When the cost apparently comes out of his own pocket, the salesman does not order too large a quantity nor does he order any advertising sent to people whom he is not sure will use it. This plan has its weakness in that some close-fisted

Why Hesitate ?

Is it because of the expense involved in the formation of a new Department? The hiring of men to run it? The purchasing, storing and shipping of merchandise for premiums? Let the

Porter Premium Service

be your Premium Department. We plan every detail of your Premium System. We furnish your catalog, as simple or elaborate as desired, offering a choice of over 4,000 individual items of standard guaranteed merchandise. You pay for articles only after they have been shipped, and then at wholesale prices. You eliminate the waste of paying for coupons and stamps which are never redeemed.

With Prompt Service—High Quality Merchandise—Square Dealing

backed by the largest and most efficient Premium Organization in the country, we are satisfying hundreds of exacting clients with businesses of widely divergent character.

We can satisfy your Premium needs. Write and let us send details.

The John Newton Porter Co.

253 Broadway, New York City

AD-TIP

No. 14 The advertiser who is willing to experiment with care and intelligence is the one who is apt to win. Just because you have been regularly using a certain list of newspapers with success is not evidence that you can continue to do so. Circulations drop, prestige fades, values change.

Try out an *approved* medium like the **JOURNAL** for results.

Elizabeth Daily Journal

ELIZABETH, NEW JERSEY

Population 80,000

F. R. NORTHRUP, Special Representative
325 Fifth Ave., N. Y. Advertising Bldg., Chicago, Ill.

A young man, energetic, tactful, with ability and the qualities sought for, wants position as **PRIVATE SECRETARY** to a **BIG MAN**,—a position which offers future opportunity. Write B. A. R., care **PRINTERS' INK**.

Reached my limit in present connection

Want wider scope—a chance for definite advancement, based on what I can do. Location in New York City or vicinity preferred. Sixteen years Advertising Executive with large National advertisers. At present and for past eleven years Advertising Manager of an internationally famed manufacturing concern. Thorough knowledge of all the ramifications of Advertising and Publicity. Unimpeachable references as to character, ability and tangible results produced. Present salary, \$3,600 per year. Address,

**"UNIVERSITY",
Box 132, Printers' Ink**

salesmen will order little or no advertising matter, not caring to take the risk on a profitable return. But the sales department, by checking up the sales records of the users and non-users of advertising matter, can overcome this weakness to a large extent. For that matter, every good plan seems to have some weak point that must be watched.

* * *

A recent "I-Want-a-Local-Manager" advertisement deserves considerable study by advertising and sales managers, for it represents the conclusions that have been arrived at by one of the largest American sales organizations after a great deal of study as to the causes of success and of failure among its men. The advertisement sums up concisely the foundation stones on which additions to the sales force will be built. "Satisfactorily to fill this position," says the advertiser, "a man must have the following qualifications: He must be a man who is at present employed or in business for himself, but who believes he is capable of earning more money than his present position will pay him.

"He must be a man of good character who can command and hold the full confidence of the people with whom he does business.

"He should have some experience that has brought him in touch with people—as a solicitor, collector, teacher, etc.—so he will be able to easily approach and intelligently converse with strangers.

"He must have an intense desire to earn money—to secure promotion and advancement.

"He must be willing to start on a moderate salary and work hard to learn a business that offers him exceptional opportunities for advancement and large earnings."

Local Manager's Insurance

The Edward A. Woods Agency, of the Equitable Life Assurance Society in Pittsburgh, is conducting a campaign under the heading of "Home and Mother Campaign." Recent advertisements are illustrated with a picture of an old lady of the middle classes, her face wreathed in a happy smile.

How a Big Trust Company Regards Advertising

Horace Anderson, advertising manager of the Title Guarantee and Trust Company, New York, in a recent talk before the Bank Publicity Association said among other things:

"I represent a company that has been a liberal advertiser for twenty-five years, and during the last ten years we have spent \$50,000 each year in advertising. When business is good and we have more than we can do, we keep on advertising, because our advertising friends have taught us that there is danger of some of our clients getting away from us. When business is poor we are usually convinced that the real estate market is dead and there is no business.

"Nevertheless, we keep on advertising, because our advertising friends again have taught us that when people are not busy they have time to read advertisements, and we are preparing the way for better times to come."

Sacramento's Merchants Ad- vertise Co-operatively

About two hundred and fifty manufacturers and business concerns in Sacramento, Cal., are using page newspaper advertisements to present an offer to pay the fare of visiting buyers—both merchants and individuals—to Sacramento and return. The offer is good for every day in the year and the fares are refunded in cash by the Capital National Bank. Each business concern with whom a customer trades gives a transportation check which is turned into the bank for payment, the fare being refunded on the total aggregate purchase from all concerns.

Chicago Window-Dressers to Organize

Window dressers of the principal Chicago retail stores have decided to organize an association, and will have monthly meetings for the discussion of their problems, as well as to hear addresses by merchants and advertising men. The meetings are to be held at the Hamilton Club.

New Officers of Quoin Club

At the annual meeting of the Quoin Club, New York City, held December 19, the following officers, for 1914, were elected: H. R. Reed, advertising manager of *The Christian Herald*, president; William J. Neal, advertising manager of Doubleday, Page & Co., vice-president; J. C. Bull, advertising manager of *Scribner's Magazine*, secretary; and Travers D. Carman, advertising manager of *The Outlook*, treasurer.

Makes Five Grow Where Only One Grew Before

"Does advertising pay? I lost a \$5 bill on the street." "Well?"

"I advertised and so far I have received five \$5 bills."—*Pittsburgh Post*.

TRAVEL BUREAU

The Janesville, Wisconsin, Daily Gazette conducts for its patrons a Travel Bureau which is of distinct advantage to the transportation lines all over the country. This Travel Bureau has been in operation for something like two years and the public have come to look upon it as a fixed institution. Folders and literature covering almost any trip in the country or by water are available. The Bureau fitted a man out for South America recently. Every transportation line whose announcements appear in the columns of *THE GAZETTE* receives two-fold return because of the conduct of this Travel Bureau.

THE JANESVILLE DAILY GAZETTE Janesville, Wis.

M. C. WATSON, Eastern Rep., 236 Fifth Ave., New York City, N. Y. A. W. ALLEN, Western Rep., 919 Advertising Bldg., Chicago, Ill.

Lincoln Freie Presse

GERMAN WEEKLY LINCOLN, NEB.

Takes the place of 200 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 125,667

Are You Looking for This Sort of Man?

Thirty-four,

- with a facile pen.
- tempered with judgment born of fourteen years' business and advertising experience.
- the certified product of talent, training and an analytical propensity.
- a way-finder, a result-getter, a producer.
- a real sales and advertising manager, a handler of men, a big man for a big job.

If you are seeking such a man, the one who pens this asks the chance to prove that his qualifications and personality dove-tail this description.

"Evidence," c/o Printers' Ink.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. No advertisement can exceed 28 lines. Cash must accompany order. Forms close Thursday.

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

Newspaper Classified

Carefully placed at publishers' lowest rates. Proof of insertion guaranteed or your money back. Write for select lists or send your list and ad for quotation. Agencies not handling Classified should write for our proposition. Bulletin "Advantageous Advertising" free on request.

Classified Dept.

THE ARKENBERG-MACHEN CO.
233-5 Naaby Building Toledo, Ohio

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

ARTISTS

ATTRACTIVE drawings or layouts for poster, magazine, fashion and newspaper advertisements. Pleased to show samples. M. D. McGIRK, 225 West 69th St., N. Y. Columbus 9920. Call or telephone after five.

BILLPOSTING

8 Sheet Posts R.I.
REGISTERED, PROTECTED AND GUARANTEED SHOWING
JAMES LAMAR BUILDING, PROVIDENCE, R. I.
Standish-Barnes Co.

BUSINESS OPPORTUNITIES

WANTED: A live partner, with some capital, by Jan. 1st, 1914, for an established New York office of a foreign advertising concern; good connection for right man, and must show the right credentials. Write "OPPORTUNITY," Box 1170, Havana, Cuba.

COIN CARDS

Profit and Increased Circulation

can be secured by using

WINTHROP COIN CARDS

Write us for particulars

THE WINTHROP PRESS, 141 East 25th St., New York City: General Printers and Binders

COLLECTIONS

RYDER'S COPYRIGHTED COLLECTION STICKERS

get the money when all other methods fail. The best collecting system ever devised. Never offends. Simple, sure, quick. 100 complete sets, \$1. Will collect at least \$50 or money refunded. **RYDER & COMPANY**, Portland, Oregon.

COPY WRITERS

LETTERS, booklets, etc., that bring results—that's the kind we write. Forceful, effective work. Low Rates. Send requirements. **AD. WIDDER**, 151 Broadway, Brooklyn, N. Y.

FOR SALE

For Sale—Writer Press

in excellent condition. Reason for selling, no use for it on account of change in business. **NATIONAL-STANDARD COMPANY**, Niles, Mich.

Only \$500

Two Perfecting Two-Revolution Presses—one 30" x 42" Cottrell, and one 42" x 62" No. 0 Huber. Both in good condition. Will sell very cheap. **GIBBS-BROWER CO.**, 261 Broadway, New York City.

HELP WANTED

COMMUNICATION desired with man experienced in writing copy for House Organs State age, experience, and salary expected Address **THE CRAMER-KRASSETT CO.** Milwaukee, Wisconsin.

Wanted: Progressive Young Man

with technical advertising training to take charge of advertising for Michigan manufacturer. Write 1144 Monadnock Bldg., Chicago.

CIRCULATION MANAGER WANTED by publishers of four monthly technical journals (combined circulation 46,000). Must be experienced and know how to get circulation by mail. Single man preferred. State lowest salary acceptable. Address Box 403-T, care Printers' Ink.

Wanted—High Class Advertiser

MAN CAPABLE OF TAKING CHARGE OF AND DOING THE ADVERTISING IN A HIGH CLASS DRY GOODS STORE IN A CENTRAL WEST CITY OF 100,000 POPULATION. MUST BE EFFICIENT IN SALES PROMOTION, AS WELL AS A CAPABLE WRITER. THIS POSITION AFFORDS AN EXCELLENT OPPORTUNITY FOR A MAN OF ENERGY AND ABILITY, WHO IS LOOKING TO THE FUTURE. TELL ALL ABOUT YOURSELF IN YOUR FIRST LETTER, AGE, EXPERIENCE, REFERENCES, SALARY YOU ARE DRAWING AND YOUR EXPECTATION. OTHERWISE YOUR APPLICATION WILL RECEIVE NO REPLY. ALL COMMUNICATIONS CONFIDENTIAL. ADDRESS REPLY TO BOX 400T, CARE PRINTERS' INK.

Advertising Man

For a chain of high type tailoring stores in cities of 100,000 population, with direct woolen mills connection, carrying immense assortment.

Garments are made to measure with all of tailorings accuracies and refinements for \$15 to \$25.

We conduct our business on a plane markedly different from all others in this line.

Men want tailoring and will buy it if we get their attention—how can we get it? We feel men notice only large advertisements, we must get them with small space.

Woolen market conditions often make it possible for us to give almost remarkable special offers. Our man must be an originator of quick getting, snappy, yet always refined and truthful, retail sales-promotion ideas, striking display and copy so educative because derived from deep analysis of men's tendencies and tailorings attractions as to overcome prejudice against popular priced tailoring. Box T-404, care of Printers' Ink.

Agricultural Solicitor

An exceptional opening for a good agricultural solicitor on weekly agricultural paper. Not a copy chaser but a man who can go out and bring in the order. Advancement is sure for the right man. Salary moderate to start with but the make-good man is sure of a position for some time to come. Address, Box T-402, care of Printers' Ink.

WANTED: Bright, ambitious young fellow as assistant to Advertising Manager in large manufacturing concern in Middle West. Salary will be small at start, but opportunities for advancement are unusually good. Broad experience not necessary; good education, thorough knowledge of the fundamentals of advertising, energy and ambition, are the chief requirements. Send full information, including lowest salary figure, samples of work (if any) and photo. Box T-386, care Printers' Ink.

MISCELLANEOUS

MANUFACTURERS looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of **PRINTERS' INK** a certain means of getting in touch with "live" prospects. Advertisements in this department cost 25c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.25, accepted for a one-time insertion. **PRINTERS' INK PUBLISHING CO.,** 12 W. 31st St., New York City.

OUTDOOR ADVERTISING



Independent Outdoor Painted Display Service, all railroads; Interurban and Automobile lines entering Chicago since 1900. **BALL BROS.,** 25 N. Dearborn St., Chicago, Ill.

POSITIONS WANTED

ADVERTISING young man, practical printer, expert colorist, with knowledge of photo-engraving and all processes of reproduction, who can draw and design, wishes position in advertising office. Moderate salary. Box T-406, care of Printers' Ink.

ADVERTISER wants position as assistant to advertising manager, or as buyer of printing and lithography for an agency. Large experience and technical knowledge of costs, types, paper, lithographing. Opportunity, Box 406-T, care of Printers' Ink.

A young man graduate of two

advertising schools desires a position as assistant advertising manager with a manufacturing concern. Can write forcible copy and assist in the planning and managing of advertising campaigns. Will be ready for new position Feb. 2. Box T-401, care of Printers' Ink.

A Young Newspaper Man

who has had three years of a college course and about a year of effective training as a newspaper writer, and now a reporter on a local daily, desires a position on a magazine or weekly, where industry, capacity, originality, and a determination to become a strong, all-round advertising man will be rewarded. Salary at start of secondary consequence. What is desired is opportunity. Box 398-T, care Printers' Ink.

Printing Detail Man

wants position in the service department of an agency or in the advertising department of a manufacturing concern. I am familiar with all ends of the printing business; am a typographic specialist; a builder of catalogs and high-grade advertising literature, and want to connect with live organization which is striving to attain a high standard in its printed matter. My experience qualifies me to get and to give value received for such an organization—the combination ought to be an asset to some concern. Address Box T-399, care of Printers' Ink.

AD-MAN

34 years old, well educated, well informed, with valuable business training previous to specializing in ad-writing. Am making good and am now looking for the next step up. Will be in New York Christmas Week. To bring me and my samples, address Box 396-T, Printers' Ink.

PRINTING DIRECTOR

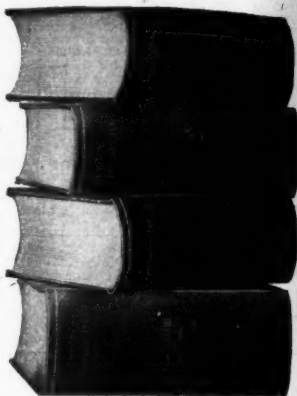
Catalog and Booklet Expert

Twenty-two Years' Experience

Twelve years at the case and in the pressroom; ten years as salesman, lay-out man, printing estimator, advertising man, and mail-order correspondent. At present manager mail-order department of large Southern firm doing business in several states where I have made a record for several years. If you have an opening for a big man where ability, initiative and expert knowledge are required, I can produce RESULTS. Age 35; married. Best references. Address Box T-397, care Printers' Ink.

PUBLISHING BUSINESS OPPORTUNITIES

IN order to effect a quick sale owner will sell his special financial monthly for \$10,000. Gross business averages over \$20,000 for five years with corresponding profits. Should be published in Middle West or West. HARRIS-DIBLE COMPANY, 71 West 33rd St., New York.



Why did that Campaign Succeed?

A year from now, you may not recall the "inside" story of that successful campaign described in PRINTERS' INK last week or the week before. If it's vital for you to *know*, it will be worth something to be able to refer to your bound file of PRINTERS' INK.

*\$8.00 per set for 1913—
four volumes, postpaid*

PRINTERS' INK PUB. CO.

12 West 31st Street, New York

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1912, 38,044. Best advertising medium in Alabama.

ARIZONA

Phoenix, *Gazette*. Government statement Oct. 1, 1913, 8,963; gross 8,387.

CALIFORNIA

Los Angeles, *Tribune*. D'y & S'y av.'12, 59,361. Largest morning circulation in Los Angeles.

CONNECTICUT

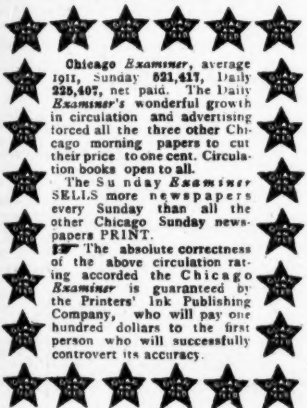
New Haven, *Evening Register*, daily. Aver. for 1912 (sworn) 19,192 daily, 2c.; Sunday, 15,475, 5c. Waterbury, *Republican*. Examined by A. A. regularly. 1912, Daily, 8,130; Sunday, 7,975.

DISTRICT OF COLUMBIA

Washington, *Star*, Evening and Sunday. Average daily, 1912, 63,804 (©). Carrier delivery.

ILLINOIS

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1912, 9,289. Peoria, *Evening Star*. Circulation for 1912, Daily, 21,891; Sunday, 10,449.



Chicago *Examiner*, average 1911, Sunday 621,417, Daily 225,407, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the above circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

INDIANA

South Bend, *Tribune*. Sworn average Nov. 1913, 13,587. Best in Northern Indiana.

IOWA

Burlington, *Hawkeye*. Average 1912, daily, 9,876; Sunday, 19,884. "All paid in advance." Des Moines, *Register & Leader*—*Evening Tribune*, 1st 6 mos. 1913, 66,671. Sunday *Register & Leader*, 49,433. 40% larger than any other Iowa paper. Supreme in want ad field. Washington, *Evening Journal*. Only daily in country. 1,975 subscribers. All good people. Waterloo, *Evening Courier*, 5th year; Av. dy. 1912, 8,711. Waterloo pop., 29,000.

KENTUCKY

Louisville, *Courier-Journal*. Average 1912, daily, 28,066; Sunday, 49,181. Louisville, *The Times*, evening daily, average for 1912 net paid 49,633.

LOUISIANA

New Orleans, *Item*, 6 mos. sworn st'ment U. S. P. O. d'y & Sun., Apr. 1 to Sept. 31, net circ. 65,961.

MAINE

Augusta, *Kennebec Journal*, daily average 1912, 10,908. Largest and best circ. in Cent. Me. Bangor, *Commercial*. Average for 1912, daily 10,592. Portland, *Evening Express*. Net average for 1912, daily 19,025. Sunday *Telegram*, 13,339.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1912—Sunday, 66,394; daily, 30,048. For Nov., 1913, 77,861 dy.; 68,646 Sun.



The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS



Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1912, 190,140.

Sunday

1912, 322,915.

Advertising Totals: 1912, 5,042,611 lines

Gain, 1911, 266,450 lines

1,726,631 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1912, to December 31, 1912.



Boston, *Evening Transcript* (©). Boston's tea table paper. Largest amount of week day ad. Boston, *Daily Post*. Nov. circulation averages of *The Boston Post: Daily Post*, 427,661, Sunday *Post*, 544,974.

Lynn, *Evening Item*. Daily sworn av. 1910, 16,552; 1911, 16,867; 1912, 18,332. Two cents. Lynn's family paper. Covers field thoroughly. Salem, *Evening News*. Actual daily average for 1912, 19,198.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '12, 20,367. The "Home" paper. Larg'st ev'g circ.

MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Average circulation 1912, 68,433.

MINNESOTA

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis. *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1912, 106,250.

Minneapolis. *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1912, daily *Tribune*, 106,124; Sunday *Tribune*, 142,961.

MISSOURI

St. Louis. *National Farmer and Stock Grower*, Mo. Actual average for 1912, 123,482.

NEW JERSEY

Camden. *Daily Courier*. Daily average Oct. 1st, 1912, to Mar. 31, 1913, 10,925.

Camden. *Post-Telegram*. 10,900 daily average 1912. Camden's oldest daily.

Trenton. *Times*. Only evening and Sunday. '10, 19,228; '11, 20,115; '12—21,969.

NEW YORK

Albany. *Evening Journal*. Daily average for 1912, 15,156. It's the leading paper.

Buffalo. *Courier*, morn. Ave., 1912, Sunday, 29,492; daily, 24,496; *Enquirer*, evening, 27,122.

Buffalo. *Evening News*. Daily average, ten months, 1913, 166,216.

Glensville and Johnstown. *N. Y. The Morning Herald*. Daily average for 1912, 6,789.

Schenectady. *Gazette*, daily. A. N. Lietz. Actual Average for 1912, 23,010. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

Utica. *National Electrical Contractor*, mo. Average for 1912, 2,466.

NORTH CAROLINA

Charlotte—Best town two Carolinas. *News*, best Evening and Sunday paper. Investigate.

Winston-Salem. *Daily Sentinel* (e), av. Sept., '13, 4,823. *Semi-Weekly Sentinel*, av. Sept., '13, 6,922.

OHIO

Cleveland. *Plain Dealer*. Est. 1841. Actual average for 1912: Daily, 108,486; Sun., 124,268.

For Nov., 1913, 118,873 daily; Sunday, 146,882.

Youngstown. *Vindicator*. D'y av., '12, 10,971.

LaCrosse & Maxwell. N. Y. & Chicago.

PENNSYLVANIA

Erie. *Times*, daily. Av. cir. 1st 6 mos. 1913, 22,535; 22,242 av., Nov., 1913. A

larger guaranteed paid circulation than all other Erie papers combined. E.

Katz, Special Agt., N. Y.

Philadelphia. *The Press* (©) is Philadelphia's Great Home News-

paper. Besides the Guarantee Star, it has the Gold Marks and is

on the Roll of Honor—the three most desirable distinctions for

any newspaper. Sworn average circulation of the daily *Press* for 1912, 87,223; the Sunday *Press*, 178,669.

Washington, *Reporter and Observer*, circulation average 1912, 12,060.

West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1912, 15,125. In its 41st year.

Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home

paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre. *Times-Leader*, eve. net, sworn, average 1st 6 mos. 1913, 19,124.

York. *Dispatch and Daily*. Average for 1912, 18,688. Covers its territory.

RHODE ISLAND

Newport. *Daily News*, (evening) 66th year, Covers field. Circulation for 1912, 4,880.

Pawtucket. *Evening Times*. Average circulation for 1912, 21,097—sworn.

Providence. *Daily Journal*. Average for 1912, 24,463 (©). Sunday, 24,771 (©).

Swearing Bulletin, 23,547 average 1912.

Westerly. *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1912, 6,449.

SOUTH CAROLINA

Charleston. *Evening Post*. Evening. Actual daily average 1912, 5,939.

Columbia. *State*. Actual average for twelve months ending

Dec. 31, 1912, daily 19,149;

Sunday, 18,528. March, 1913,

average, daily, 20,450; Sunday,

20,120.

VERMONT

Barre. *Times*, daily. Only paper in city. Av 1912, 6,653. Examined by A.A.A.

Burlington. *Free Press*. Examined by A.A.A. 9,415 net. Largest city and state.

VIRGINIA

Danville. *The Bee* (eve.). Aver. Oct., 1913, 5,870. Nov., 1913, aver., 5,870.

WASHINGTON

Tacoma. *Ledger*. Average year 1912, daily and Sunday, 21,247.

Tacoma. *News*. Average for year 1912, 20,595.

WISCONSIN

Fond Du Lac. *Daily Commonwealth*. Average year ending Dec. 31, 1912, 4,063. Established over 40 years ago.

Janesville. *Gazette*. Daily average, Oct., 1913, daily 6,669; semi-weekly, 1,489.

Racine (Wis.) *Journal-News*. June, 1913, Average circulation, 7,981.

ONTARIO, CAN.

Fort William. farthest West city in Ontario. *Times Journal*, daily average, 1912, 4,123.

SASKATCHEWAN, CANADA

Regina. *The Leader*. Average, 1st 3 mos. 13, 12,308. Largest circulation in Saskatchewan.

Want-Ad Mediums

CONNECTICUT

NEW Haven *Register*. Leading want ad medium of State. Rate 1c. a word. Av. '12, 19,193.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads *The Daily News*," says the *Post-office Review*, and that's why *The Daily News* is Chicago's "want ad" directory.

THE Chicago *Examiner* with its 641,823 Sunday circulation and 216,696 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognised Want Ad Medium of Baltimore.



THE Boston Globe, daily and Sunday, for the year 1911 printed a total of 498,000 paid want ads; a gain of 18,723 over 1910, and 340,880 more than were printed by any other Boston newspaper.



(◎◎) Gold Mark Papers (◎◎)

ALABAMA

The Mobile Register (◎◎). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The Evening and Sunday Star. Dy. av. 1912, 63,804 (◎◎). Delivered to nearly every home.

ILLINOIS

Bakers' Helper (◎◎). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Inland Printer, Chicago (◎◎). Actual average circulation for 1912-13, 17,266.

MASSACHUSETTS

Boston, **American Wool and Cotton Reporter**. Recognized organ of the cotton and woolen industries of America (◎◎).

Boston **Evening Transcript** (◎◎), established 1830. The only gold mark daily in Boston.

Worcester **L'Opinion Publique** (◎◎). Only French daily among 75,000 French population.

MINNESOTA

The Minneapolis Journal (◎◎). Only Gold Mark Paper in Minneapolis. The cleanest metropolitan advertising in America. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn Eagle (◎◎) is THE advertising medium of Brooklyn.

Dry Goods Economist (◎◎), the recognized authority of the Dry Goods and Department Store trade.

Hardware Dealers' Magazine (◎◎). Specimen copy mailed on request. 253 Broadway, N. Y.

New York Herald (◎◎). Whoever mentions America's leading newspapers mentions the **New York Herald** first.

Scientific American (◎◎) has the largest circulation of any technical paper in the world.

New York Tribune (◎◎), daily and Sunday. Daily, now one cent—the best for the least.



MINNESOTA

THE Minneapolis Tribune, Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1912 110,179 more individual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with the order; or 10 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa. Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

In the Metropolitan District, **THE NEW YORK TIMES** (◎◎) has a net paid daily sale MORE THAN FOUR TIMES the next high-class morning newspaper; MORE THAN SIX TIMES the third or fourth high-class morning newspaper, and more than DOUBLE the three COMBINED.

PENNSYLVANIA

The Press (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. 1912, sworn net average, Daily, 87,223. Sunday, 178,558.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (◎◎), only morning paper among 600,000 people. "The R. I. Bible."

TENNESSEE

The Memphis Commercial-Appeal (◎◎) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial-Appeal passes both *quality* and *quantity* tests. Daily, over 56,000; Sunday, over 87,000; weekly, over 96,000.

WISCONSIN

The Milwaukee Evening Wisconsin (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

Table of Contents

PRINTERS' INK, December 25, 1913

Advertising That Developed Big New Distribution Outlet.....	3
<i>C. Alfred Wagner</i> President, Musical Instrument Sales Company.	
Post-Office Relations with Advertisers and Publishers.....	15
<i>Special Washington Correspondence</i>	
Neglected Markets in the United States—III.....	30
<i>John Chapman</i>	
Advertising Increases Use of Product 2,000 Per Cent.....	33
<i>Harry Dumont</i> Gen. Mgr., Pacific Coast Borax Company.	
Magazine Men Start Advertising Campaign.....	37
New Methods That Won in an "Off" Year.....	39
<i>R. W. Wadman</i> Adv. Mgr., Sterling Engine Company.	
Diary of a National Advertising Manager.....	46
<i>Roy B. Simpson</i> Adv. Mgr., Roberts, Johnson & Rand Shoe Company.	
B. R. T. Explains Its Troubles in Paid Space.....	55
Profitable Use of Mail Enclosures.....	58
Advertising Policy of New Haven R. R.	61
Planning the Next Day's Work.....	65
Government Investigates the Wants of Women on Country's Farms.....	66
Advertisers Who Have Climbed Out of the Rut....	72
<i>R. Bigelow Lockwood</i>	
How Sherwin-Williams Sales Conventions Are Run.....	80
<i>Adrian D. Joyce</i> Sales Mgr., Sherwin-Williams Company.	
Using Trade Papers to Beat Design Pirates.....	83
Is This a Good Definition of Advertising?.....	85
<i>Gustave W. Klau</i> President, Klau-Van Pietersom-Dunlap, Inc.	
Editorials	88
Advertising on the Balance Sheet—Co-operative Competition.	
The Little Schoolmaster's Classroom.....	92

3
15
30
33
37
39
46
55
58
61
65
66
72
80
83
85
88
92